



## **PRESS RELEASE**

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### **Bubble London celebrates record attendance at biggest show to date**

Season-on-season footfall was up 26% at the autumn/winter 2011 edition of Bubble London, which took place on 30-31 January at the Business Design Centre in Islington.

Bubble London, the UK's national childrens' trade event also saw rising international appeal with a 43% increase in international visitor figures compared to the January 2010 show.

Bubble London opened its doors to buyers on Sunday and Monday to see the latest collections from the biggest line-up of over 250 fantastic brands from over 20 countries. Over 70 brands showed exclusively at the show and almost 60 brands made their Bubble debut, including Groupe Zannier brands IKKS Junior and Levi's Kid, Carbone, Catiouche London, Ecobudz, Emma Levine Kids & Baby, Fox & Finch, Geox, Girl and a Mouse, iDo, Koolabah, Lucky Boy Sunday, Old Rectory, Olli Ella, Original Sister and Waddler.

"As first time exhibitors we found Bubble to be an incredible show. We're a new brand and came to the show mainly in terms of gaining more exposure and so it was completely unexpected and overwhelming for us as a stand alone furniture brand to receive such a warm welcome from everybody and to receive the kind of attention that we did," says Chloe Brookman of chic UK nursing chair brand Olli Ella. "We loved the whole experience and felt really proud to be exhibiting side-by-side with so many unique brands – we felt like part of a family. The space was amazing and the show had

such a warm atmosphere and it was fantastic to be amongst like-minded companies and genuinely interested buyers. We'd love to come back in June."

The launch of Bubble G.U.M. (the glorious, the unique, the marvellous), a treasure trove zone of hard-to-find and unusual products from smaller niche brands from across the world such as Busy Peas, Little Miss Twin Stars and Nadadelazos proved to be a success for brands and a hit with buyers.

Rebekah Ceylan from colourful UK brand Dandy Dodo says, "It was our first time not only exhibiting at Bubble but also our first time meeting buyers and it was a really encouraging and positive experience for us. We had a lot of enquiries and orders were placed which was great, but the biggest surprise for us was the amount of support we had from the other exhibitors. Bubble is a very nurturing show and the best stepping stone for brands wanting to make an introduction into the industry."

Virginia Ross owner of London retail store Pollyanna was also in attendance at the show and says, "This edition of Bubble London was definitely the best one ever done and I couldn't fault anything. Every season just gets better and it's such an enjoyable and well organised show with a good mix of boys and girlswear, the atmosphere was buzzing and the exhibitors all looked happy which makes you want to visit every season as it's such a pleasure to be there. I visit a lot of shows but Bubble is the nicest I've been to in a long time."

As well as the autumn/winter 2011 collections of clothing, accessories, toys, furniture and gift ideas being showcased, plenty of other activities took place around the venue. Sunday afternoon saw US brand Little Esop being crowned winners of the coveted Stand Out competition for the best-dressed stand with their robot-inspired creation. Judges of the competition were CWB editor Laura Kirkpatrick, Maggie Westhead from Chic Little Baby, e-tailer Joslyn Oppenheimer from Shak-Suka and Rachael Clark, UK correspondent

of Babyology, who were impressed with the creative effort and original flair displayed by the brand who win space at next season's show. Organic brand Frugi were the recipients of the competition's Special Stand Mention.

Guinness World Record holder Samsam Bubbleman was in attendance on both days of the show entertaining visitors with his extraordinary bubble-making skills. People flocked to see him performing a catalogue of tricks including an attempt to beat his own world record of blowing 49 bubbles inside a single giant bubble.

Bubble London event director Lindsay Hoyes says, "This season, the number of quality collections and the increased volume of visitor numbers both from the UK and overseas, combined to create a buzz and vibrancy that Bubble London has become synonymous with. As organisers, we are delighted to be part of such an innovative and creative industry and strive to reflect the talent of the designers and brands that exhibit."

The spring/summer 2012 edition of Bubble London will be held on 19-20 June at the Business Design Centre in Islington, London.

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**Editor's notes**

- Bubble London was launched in January 2008, and its philosophy is to bring a new generation of kids' trade show to the marketplace. Each event is carefully conceived as a focused trade show in a wonderful space, where retailers can meet exhibitors from every aspect of the kid's world: clothing to toys, shoes, accessories and more.
- Bubble London is organised by leading trade show organiser ITE Moda Ltd.