



PRESS RELEASE

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Excitement fizzing ahead of biggest ever Bubble London

International children's trade show Bubble London is gearing up for its biggest show to date, which takes place on 30-31 January 2011 at the Business Design Centre, London.

Over 250 of the very best children's collections from across the globe will come together under one roof to showcase the fabulous fashion, footwear, accessories and interiors trends for autumn/winter 2011.

The upcoming edition of Bubble will see a host of exciting new arrivals across all aspects of the show from top international brands from the world of childrenswear and interiors making their Bubble debut, to the launch of a treasure trove of new finds in the **Bubble G.U.M.** area plus show-stopping entertainment courtesy of Guinness World Record holder **SamSam the Bubble Man**.

The January show is set to comprise the biggest and most eclectic mix of new and established brands including newcomers **IKKS Junior, Levis Kids, Geox, Original Sister, PoPoLiNi, Eliane et Lena, Mini Rodini, Hiccups, DR Kid, Carbone** and **Flik Flak** to name but a few, strengthening an already fantastic line up of world class and premium brands from the childrenswear industry.

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New and exclusive brands to Bubble from the children's interiors world are quirky Danish soft furnishings, toys and accessories brand **Lucky Boy Sunday** and stylish British nursing chair brand **Olli Ella**. Following the Olli Ella exclusive launch party co-hosted by Bubble London on 27 January at the Olli Ella pop up shop in Islington, the brand will make its Bubble debut showcasing its latest collection for the contemporary home.

These newcomers will join regular and returning brands such as **Bench, Mini A Ture, Elle, Timberland, Kite Kids, Dandy Star, Belle & Boo, Koeka** and **Global Affairs** plus many more industry favourites.

The January show sees the highly anticipated launch of **Bubble G.U.M.** (the glorious, the unique, the marvellous) which will be the place for retailers to source a mix of unusual and one-of-a-kind products from smaller niche brands taking their first steps on an international platform. The Bubble G.U.M. line-up includes the likes of **Dandy Dodo, Little Miss Twin Stars, Little Pip's, K for Keeps, Nadadelazos, Sorel** and **Sophie & Bonnie**.

Bubble London will feature extra treats for visitors doing business and also children visiting for the day. SamSam the Bubble Man will be entertaining both children and adults alike with his brilliant bubble creations featuring square bubbles, fire bubbles and a show-stopping routine encasing people inside a giant bubble.

The coveted **Stand Out** competition will be running again with brands competing against each other to win an exclusive prize for the most inspiring stand. The judges will be looking for the most creative use of stand space and original flair.

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To celebrate this season's show, the Bubble team will be inviting all visitors and exhibitors to join them for complimentary bubbles of the champagne kind on Sunday 30 January at Browns bar and restaurant located on 7-9 Islington Green from 6pm.

Bubble London will be showcasing the autumn/winter 2011 collections at the Business Design Centre in Islington, London on 30-31 January 2011.

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For more information please contact Louise Adu at louise@bubblelondon.com or call +44 (0) 1484 846069. Please visit us at www.bubblelondon.com, www.bubblelondon.blogspot.com and www.facebook.com/BubbleLondon

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.