



PRESS RELEASE

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Exclusive seminar to be presented at Bubble London

Global trend forecasting specialists Stylesight will unveil its brand new children's trend presentation exclusively for the 'Look Who's Talking' free seminar programme at Bubble London, the UK's foremost children's trade event, taking place from 29-30 January at the Business Design Centre, Islington.

The 'Children's Runway Roadmap for autumn/winter 12 – Enchanted Tomorrow' trend forecasting presentation will be led by Nicole Yee, Associate Children's Editor for Stylesight on Sunday 29 January. Attendees will have unrivalled access to a clear and concise edit of runway and trade shows with four actionable new season trends - Finishing School, Eco-Camp, Punk Tech and Mythical Winter being presented with key items, colours, materials and accessories linked to references from fashion history, art and important cultural movements.

The session will highlight a variety of guidelines for business owners to ascertain and gain greater knowledge and understanding of product selection and the ever-changing marketplace. This children's trend seminar will not be held anywhere else during 2012 except at Bubble London and will offer a truly unique opportunity for visitors to take advantage of the first-class advice on offer from the visionary company.

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Now in its second season after an exceptional response to its launch in June 2011, the 'Look Who's Talking' seminar programme has been extended for the upcoming season and will also include more hot retail topics such as e-commerce, social media, cash flow management and merchandising.

'Cash is King' will be the topic of discussion on Sunday 29 January with Antony Welfare, author of the Retail Handbook and director of Retail Inspector Ltd, a retail consultancy which helps independent retailers grow profitably. The seminar will explore the themes surrounding how the management of cash can ultimately make or break a business. Visitors can expect to develop a better understanding of putting the critical elements of cash management in place in order to create a successful business and the key to keeping on top of finances.

Experienced retail consultant Anna Brown, from the Retail Inspector Ltd, will be in attendance on Monday 30 January with 'Buy and merchandise for your customers', a seminar that will advise on how to pick the correct stock for its target audience and to deliver the all-important excellent customer experience. The seminar will teach retailers to become skilled on the essential principles of buying stock and merchandising products that the customer will want, need and desire.

Back by popular demand and speaking on both days of the event will be Nick Pratt, Managing Director and Ray Buckler, Head of Business Development of Sitemakers Ltd, a leading provider of e-commerce webstore solutions, with an essential e-commerce guide for baby and children's retailers. Visitors will learn how to build and strengthen their multi-channel offering by identifying and avoiding the main e-commerce pitfalls, maintaining new and existing supplier and customer relationships, tips on attracting and retaining customers plus much more.

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Also speaking on Sunday and Monday will be social media and social commerce expert Warren Knight with a seminar entitled, 'How to use Google and social media to increase your online sales'. With 20 years experience in retail and CEO and founder of Gloople, the UK's first "social sharing" e-commerce platform, Knight will share his expertise with retailers on the benefits of using Google and social media networks such as Twitter, Facebook, Google+, You Tube and LinkedIn. Discover the key to developing a strategy that will not only drive traffic to your website but will show you real results for 2012.

Seminars are free of charge to Bubble London visitors and all will take place in the Seminar Theatre located on the Gallery level of the venue. All attendees at the show are encouraged to make the most of this incomparable chance to maximise their business potential with the help of the best minds in the industry.

Bubble London will play host to the most exciting children's clothing, toys, shoes, accessories, interiors and more from across the world from 29-30 January at the Business Design Centre, Islington. To find out more about the fantastic new signings, well-loved returning labels and other events happening at the forthcoming autumn/winter 12 show and to register for your complimentary ticket, please visit bubblelondon.com.

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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 bubblelondon.com and bubblelondon.blogspot.com. Talk to us at twitter.com/bubblelondon and facebook.com/BubbleLondon