

## Pepe Jeans, Geox and Mayoral join Bubble

15 December 2010 | By Victoria Gallagher

Denim brand Pepe Jeans, Italian footwear brand Geox and Spanish kidswear brand Mayoral are the latest brands to sign up to kidswear trade show Bubble London.

The trio of brands join denim brand [Levi's Kids](#) and kids sportswear brand IKKS which also recently announced they would exhibit at the trade show.

Event director Lindsay Hoyes said: "Bubble has listened to what retailers have fed back from previous marketing programmes and has strived to develop a show which allows key premium brands to fit within the event while maintaining Bubble's ability to identify new talent in the market and bring it to the attention of the industry.

"We are delighted to see some great returns to Bubble such as Pepe Jeans, and to welcome so many new brands showing for the first time. We are confident retailers will find exactly what they require to secure a successful season."

The trade show will take place on January 30 and 31 at the Business Design Centre in Islington. This season also sees the launch of the Bubble Gum zone, a showcase of smaller niche labels.

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