

FOR IMMEDIATE RELEASE:



MAGIC to Make Marquee New York Debut this September

Creating a new East Coast home for the women's young contemporary, sportswear, trend, footwear, and children's market segments, MAGIC New York will premiere on September 19-21, 2021 at the Jacob Javits Center

New York, NY – May 25, 2021 – Informa Markets Fashion, host to premier fashion trade events including, MAGIC, COTERIE, PROJECT, and SOURCING at MAGIC – announced today the debut of a new, twice-annual women's and children's East Coast market event, **MAGIC New York**. Serving new and differentiated market segments from MAGIC's flagship event in Las Vegas, this focused event will also feature brands previously available at FAME, MODA, CHILDREN'S CLUB and Sole Commerce.

Making its New York debut as part of Informa Markets Fashion's event portfolio evolution, **MAGIC New York** will bring the spirit of MAGIC to a key fashion and apparel market on the East Coast. Hosted on **September 19-21, 2021 at the Jacob Javits Center and at the same time as flagship COTERIE event**, *MAGIC New York* will feature a cohesively merchandised collection of apparel, footwear, and accessories brands on "Level 1" of the convention center. As the new home for brands previously included within FAME, MODA, Sole Commerce and CHILDREN'S CLUB, the event will showcase a variety of categories, such as Young Contemporary, Sportswear, Trend, Footwear, Accessories, and Children's, as well as the introduction of a new onsite curation, "emerging designers." With this new category assortment and market segment of brands now available on the East Coast, MAGIC's expansion into this key market will provide retailers with broadened opportunities to discover new brands and products as well as increased avenues to explore and expand private label options at lower minimums. For brands, this new market opportunity during a key buying season provides unparalleled access to a larger audience of retail buyers to open new accounts and expand into new territories.

Further bringing MAGIC's famed draw of prominent industry figures, such as celebrities, influencers, stylists, and media, the event will be an energy-driven experience with curated activations and networking events, as well as educational sessions featuring notable industry thought leaders, relevant for both startups and established businesses. More detailed information on scheduled programming and curated onsite events will be released in the coming months.

"Presenting a focused edition of our flagship Las Vegas event in a new, key market is part of our aim to generate more diverse avenues of connection and commerce for our community," says Jordan Rudow, VP of Events at MAGIC. "While offering the same comprehensive selection of brands and categories previously showcased at our New York based events, MAGIC's expansion and new home in the New York market will gather a larger cross-section of the industry, giving our buyers the ability to shop a wider selection of brands and at a variety of price points."

The exciting expansion of MAGIC into the New York market, along with its co-location to *COTERIE New York*, will provide the industry with enhanced events serving multiple distinct market segments, expanded access to explore and discover a larger selection of brands and products, and reconnection with industry executives in a landmark location in the heart of the U.S. fashion capital. Shortly following the exciting return of internationally famed *New York Fashion Week* events, *MAGIC New York* will be a must attend event this fall and mainstay on the fashion wholesale calendar.

MAGIC's previously announced flagship event, **MAGIC Las Vegas** will return on **August 9-11, 2021** at the **Las Vegas Convention Center**. Joined by sister events, **PROJECT Las Vegas** – the contemporary men's and women's market event, along with **SOURCING at MAGIC** – the sourcing and supply chain market event, these three co-located events create one of the largest, most comprehensive marketplaces in the United States.

To find out more about these and additional 2021 Informa Markets Fashion events, please visit:
<https://www.findfashionevents.com>

To register for **MAGIC New York – September 19-21**, please visit the registration page [HERE](#)

To exhibit at **MAGIC New York – September 19-21**, please visit [HERE](#)

To register for **MAGIC Las Vegas – August 9-11**, please visit the registration page [HERE](#)

To exhibit at **MAGIC Las Vegas – August 9-11**, please visit [HERE](#)

###

ABOUT MAGIC:

MAGIC is a high energy fashion experience and home to the largest selection of trend-driven and young contemporary apparel, footwear, and accessories in the industry. Fusing scale with curation to drive commerce, creativity, and connections, MAGIC joins a global audience of retail buyers - from big-box to boutique – together with influencers, media, and industry thought leaders. MAGIC is more than just an event: it's a deeply rooted community and a place brands and retailers call home. For more information, please visit: www.magicfashionevents.com

ABOUT INFORMA MARKETS FASHION:

Informa Markets Fashion connects and inspires the global fashion community through online experiences, industry insights, and worldwide fashion trade events including MAGIC, COTERIE, PROJECT, and SOURCING at MAGIC. From more effective manufacturing and supply chain opportunities to creative design inspiration and retail on the

wholesale floor, Informa Markets Fashion's diverse portfolio supports the entire fashion ecosystem - fostering innovation and driving creativity year-round. For more information on upcoming events, please visit:

www.findfashionevents.com

MEDIA CONTACT:

Courtney Hazirjian

Courtney.Hazirjian@informa.com