

Leading Fashion Trade Events to Return to Las Vegas, Bringing an Estimated \$38 Million to the Community

Globally recognized fashion trade events, MAGIC, PROJECT, and SOURCING at MAGIC return to Las Vegas in February 2022 to facilitate connection and commerce between premiere fashion brands, retailers, and industry thought leaders bringing visitors and business opportunities to Las Vegas, Nevada.

To register, please visit: [HERE](#)

New York, NY – February 10, 2022 – Leading global fashion industry connector, Informa Markets Fashion, organizer of [MAGIC Las Vegas](#), [PROJECT Las Vegas](#), and [SOURCING at MAGIC](#) returns in person **February 14-16, 2022** to the **Las Vegas Convention Center (LVCC)** (SOURCING at MAGIC opens on February 13) to service the entire fashion ecosystem – from women’s, men’s, trend, young contemporary, and contemporary market segments, to the fashion sourcing and supply chain.

Las Vegas has been home to the three co-located events for over **40 consecutive years**, convening thousands of retailers, brands, and suppliers from around the globe, and joined by a full lineup of celebrity appearances, entertainment performances, educational panels, onsite activations, and complimentary daily event perks. The 4.6 million square foot LVCC campus serves as an ideal venue for new business opportunities, innovation, and discovery for the fashion community while prioritizing health and safety to ensure a trusted experience for event participants and residents of Las Vegas.

“We are thrilled to bring our bi-annual events to Las Vegas and host our globally recognized shows at the new West Hall at the Las Vegas Convention Center,” says **Kelly Helfman, President of Informa Markets Fashion**. “We listen and value what our communities say for all of our shows, and the location provides easy access for the markets we are serving during the designed times. The destination provides a middle point of travel for international and domestic retailers, vendors, and manufacturers. All the while, the city provides a vast array of entertainment and world-class dining that Las Vegas is appraised for. In addition to providing a safe space for our guests to connect and discover, we also aim to provide an atmosphere where they can also enjoy the lifestyle the city has to offer.”

On the tails of similarly renowned events that return to Las Vegas season-after-season, such as World of Concrete, also organized by Informa Markets, MAGIC, PROJECT, and SOURCING at MAGIC are poised to not only bring meaningful support to the local economy via an estimated \$38 million in economic impact but will also facilitate the growth of the global economies the platform serves, from womenswear and menswear, apparel and footwear, to textiles and fashion artisans.

Through Informa Markets Fashion’s collaborative efforts with the LVCC, the three distinct events play a significant role in reigniting the multi-billion-dollar industry’s continued return to the Las Vegas region. During a normal year, the meeting and convention industry represents \$11.4 billion in economic impact to Southern Nevada.

Las Vegas pairs meetings and conventions with world-class resorts, sports, and entertainment with nearly 150,000 hotel rooms and 14 million square feet of meeting and exhibit space. Las Vegas has remained the

country's No. 1 trade show destination for 26 consecutive years, according to the Trade Show News Network (TSNN).

Known for its year-round talent residences and countless entertainment options, Informa Markets Fashion also brings several high-profile fashion industry veterans, notable celebrities, and music talents during its four-day stay. Kicking off the opening of the three co-located events on Monday, February 14, 2022, keynote speakers, an award-winning journalist, New York Times best-selling author, producer, and television host, **Elaine Welteroth**, who appears as a judge on Bravo's "Project Runway" and co-hosted "The Talk" on CBS, and 2021's CFDA Geoffrey Beene Lifetime Achievement Award Winner, **Dapper Dan**, for a truly iconic fashion conversation covering topics such as the evolution of fashion, the fusion of wholesale and digital, and the place for influencers today. Capping off the opening day excitement, the co-located events' highly anticipated Opening Night Party will feature a special live performance by Grammy Award-winning and internationally renowned "It Girl" duo, **Salt-N-Pepa**. The **PROJECT Party** will also return to the Omnia on Tuesday, February 15, 2022, featuring celebrated headliner **Tyga**.

Additionally, each distinct event will offer a wide range of educational sessions led by industry luminaries including, TV show creator/host and author **Rachel McCord**; Editor-in-Chief of *Highsnobiety* **Thom Bettridge**; North America & Head of New Business at *Business of Fashion* **Rahul Malik**; Actress and *The Real Housewives of New Jersey* cast member **Melissa Gorga**, and much more.

For a complete list of education sessions, event experiences, and daily happenings available at the February 2022 editions of *MAGIC Las Vegas*, *PROJECT Las Vegas*, and *SOURCING at MAGIC*, please visit: [HERE](#)

Safety is of top priority for all guests, attendees, and staff. Guided by Informa *AllSecure*, in addition to recommendations from local, state, and health authorities, the events offer guests confidence in a safe return to in-person events. Event planning and execution include continuous sanitation and disinfection, focusing on "high touch" areas, numerous handwashing facilities throughout the event, and wider aisles to accommodate social distancing. In compliance with the state of Nevada and Clark County mandates and recently updated CDC guidelines, all guests must wear face masks while indoors, and complimentary masks will be available and accessible to all guests. For added measure, optional Antigen and PCR COVID-19 testing are available onsite through health provider Labport. Interested guests can pre-register now and check in onsite; no appointment required.

- To register for **MAGIC Las Vegas - February 14-16, 2022**, please click [HERE](#).
- To register for **PROJECT Las Vegas - February 14-16, 2022**, please click [HERE](#).
- To register for **SOURCING at MAGIC - February 13-16, 2022**, please click [HERE](#).

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ABOUT MAGIC

MAGIC is a high-energy fashion experience and home to the industry's largest selection of trend-driven and young contemporary apparel, footwear, and accessories. Fusing scale with curation to drive commerce, creativity, and connections, MAGIC joins a global audience of retail buyers – from big-box to boutique – with

influencers, media, and industry thought leaders. More than just events, MAGIC is a deeply rooted community, and a place brands and retailers call home. For more information, please visit: www.magicfashionevents.com.

ABOUT PROJECT

Representing what's new, now, and next in men's and women's contemporary apparel, footwear and accessories, PROJECT is where domestic and international buyers go to be inspired by higher-end brands, find products from relevant mid-market labels, and connect with likeminded industry thought leaders and fashion insiders. Through a fusion of community, education, media, and experiences, PROJECT propels the next season's top trends, generates global awareness, and ultimately drives commerce. For more information, please visit www.projectfashionevents.com.

ABOUT SOURCING at MAGIC

SOURCING at MAGIC gives fashion businesses, brands, and sourcing professionals the opportunity to connect and collaborate with an international community of global manufacturers, suppliers, and service providers. With a strong presence among international exhibitors and attendees and deep domestic connections, SOURCING at MAGIC is a "global" community. With a forward-thinking approach and commitment to the evolution of the global apparel supply chain, SOURCING at MAGIC consistently provides access to cutting-edge fashion technology, solutions, sustainable resources, educational content, networking, and extended visibility into the industry's most critical global issues. For more information, please visit: www.sourcingatmagic.com.