

AUGUST 9-11, 2021

Las Vegas Convention Center

REGISTER NOW

+ RENEWED VISION TRANSFORMATIVE TIMES TAKE US TO A KINDER AND LIVELIER SPRING/SUMMER '22 FOR MAGIC LAS VEGAS

MAGIC Las Vegas returns on August 9-11 with a revitalized and reimagined perspective in the brand-new West Hall at the Las Vegas Convention Center this season. The hiatus from in-person events has given way to fresh new merchandising concepts to create the most intuitive and convenient shopping experience for buyers. From value to mass-market price points for young contemporary and trend apparel, accessories, children's clothing, sportswear, menswear, and footwear, the show aims to be a seamless one-stop-shop for head-to-toe looks. For the first time ever, a dedicated footwear section joins apparel and accessories in the same hall for easy access to cross-shop trend, young contemporary, comfort, and casual lifestyle brands.

"Brands have been on the road and only doing digital or regional events this past year. This is their first BIG international LIVE show, so I am eager to see how brands present their collection to buyers from all around the world. Also, much of the show floor has custom booths, making for an impactful statement when you walk the hall. Brands exhibiting at our event use their custom booths as a marketing vehicle, giving them the ability to showcase their brand visually through booth design and product. Their design can inspire retailers in how to merchandise their own stores in addition to giving retailers the opportunity to finally touch and feel samples," says Jordan Rudow, Vice President of Events at MAGIC.

A welcomed new addition to the show this season is Cash & Carry which will be offered on the final day of MAGIC. All brands participating in the Cash & Carry program will have the opportunity to sell product to retailers directly from the show floor, while retailers will be able to try new brands with small purchases before potentially fulfilling orders for their stores in the future. Another addition this season are live streaming opportunities for after-hours appointments. Rudow explains, "Live-streaming has taken off this past year. Because of this, we will be offering brands opportunities to increase their on-site event ROI and drive even greater sales with 'After Hours,' where they can stay on the show floor after it officially closes on Day 1 and 2 and live-stream directly from their booth."

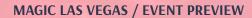
Buyers will find a sprinkle of '90s nostalgia across all categories as well as casual yet put-together looks appropriate for work from home. On-trend sneakers, feminine floral dresses, chunky chain necklaces, and relaxed denim are strong staples for 2022. With retailers buying even closer to season than in the past, they can pick up on these immediate trends to stock their shops.

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WE ARE LAUNCHING A NEW SECTION ON THE SHOW FLOOR THAT WILL BE LOCATED AT THE FRONT OF THE EVENT ENTRANCE. THIS AREA, SHOWCASING A WIDE VARIETY OF CATEGORIES, WILL FEATURE NEW BRANDS THAT HAVE ONLY BEEN IN **BUSINESS FOR LESS THAN 3 YEARS. THE** NUMBER ONE REASON RETAILERS COME TO LAS VEGAS IS TO LOOK FOR NEW RESOURCES, SO WE ARE EXCITED TO SHOWCASE THIS NEW CURATION ON OUR SHOW FLOOR.

> - JORDAN RUDOW, VICE PRESIDENT **OF EVENTS AT MAGIC**





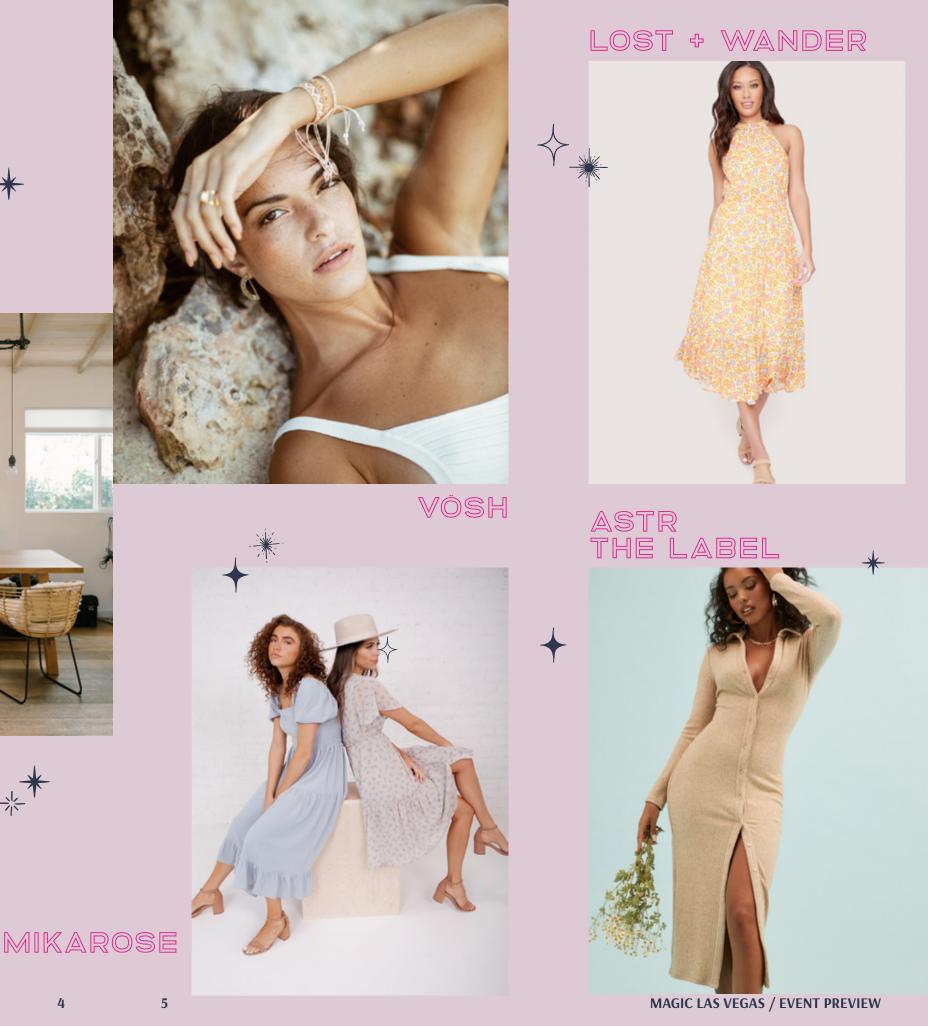
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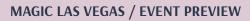


NEW ROMANTICS

Dreamy romantic looks with a modern twist have arrived; think flowing silhouettes, muted floral prints, delicate accessories, and off the shoulder details.







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– FORE COLLECTION

CALIFORNIA LOVE

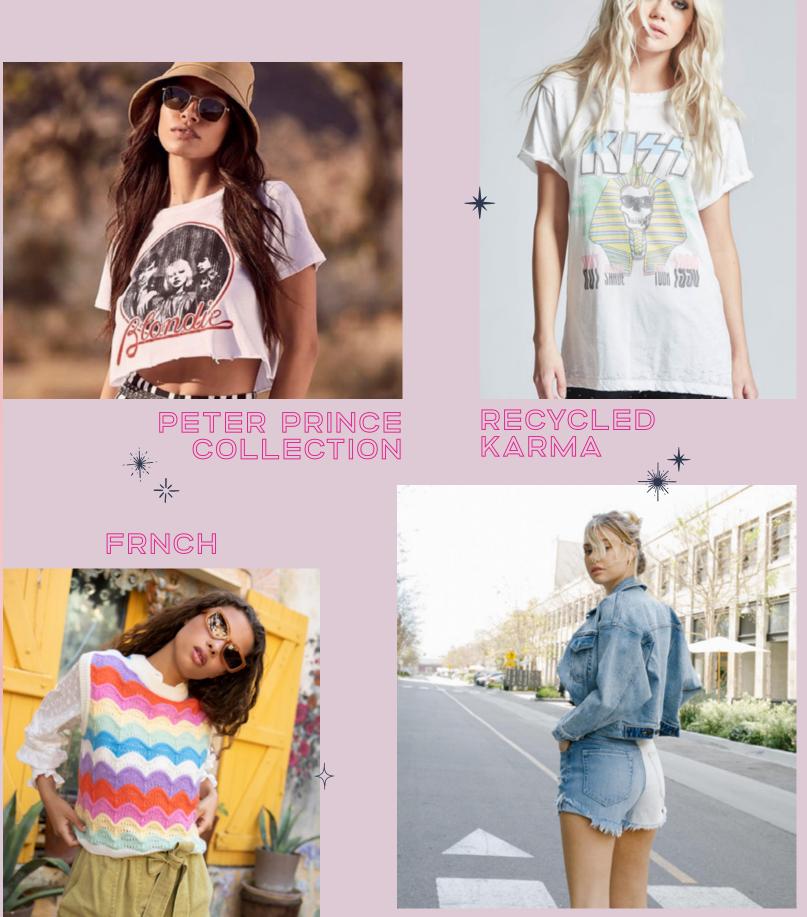
Brands from the Golden State shine with laidback styles ready for the beach and beyond. Embroidered Bohemian blouses, flared jeans, and vintage band tees are reminiscent of past decades for added nostalgia.







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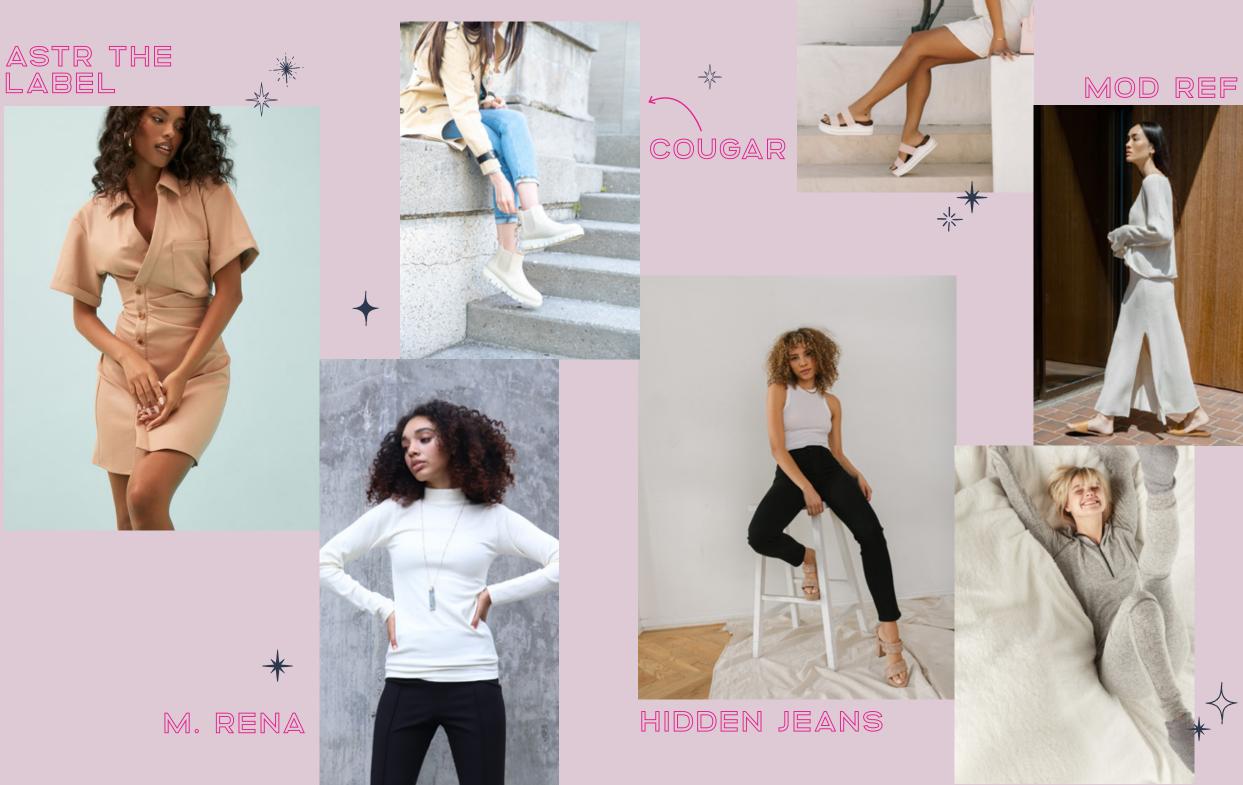
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NEUTRAL NECESSITIES

Never out of style and always versatile, neutrals are here to stay. Soft separates, crossbody bags, and go-with-everything footwear complete any look with ease.



8







LCR BLACK EDITION

NOSTALGIA MEETS CASUALLY COOL



Without a doubt, the dream of the '90s continues this season. From classic styles like relaxed plaid shirts, distressed denims, and crop tops, the nostalgic feel pairs nicely with the need for comfort and ease.



Lost + Wander

CELLO

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MAGIC LAS VEGAS / EVENT PREVIEW





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BLU

PEPPER

T.R. PREMIUM

STEPPING OUT*

Modern updates on classics and go-with-everything hues make styling with footwear seamless. Strappy sandals, chunky heels, and wedges return for stepping out on the town, while slides, sneakers, and soft foam loafers keep it cute and casual.

YELLOW BOX







QUPID

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BLOWFISH MALIBU

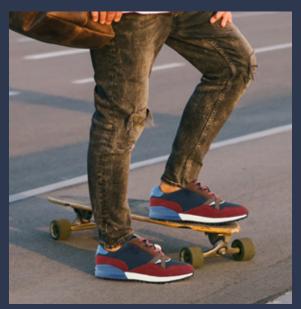
J/SLIDES





MAGIC LAS VEGAS / EVENT PREVIEW





MAZINO





SEEING STARS

From casual lounge sets and sneakers to embellished handbags and jeans, these brands take a cue from the heavens with statement-making stars patterns.



FORNIA APPAREL





JUDY BLUE JEANS



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COPPER RIVET

MAGIC LAS VEGAS

EVENTS

宗

GUEST SPEAKER KENNETH COLE

MONDAY, AUGUST 9, 9:00AM | GRAND LOBBY

Celebrate the return of fashion to Las Vegas by attending our inaugural opening morning session. We are thrilled to welcome Kenneth Cole to kick things off where he will discuss the state of the fashion industry, the power of a brand, the importance of philanthropy and more. Let's come together and celebrate our industry and ourselves!

OPENING NIGHT PARTY

MONDAY, AUGUST 9, 6:00PM - 7:00PM | WEST HALL LOBBY Join us in the West Hall Lobby for a happy hour celebration including drinks, live DJ sets, and a toast to our first show together in 18 months!

THE OFFICIAL PROJECT PARTY

TUESDAY, AUGUST 10TH, AFTER DAY 2 OF PROJECT | OMNIA NIGHTCLUB The party of the season is back featuring a performance by Tyga, @tyga. More details to come

MAGIC LAS VEGAS BUYERS SWAG BAG

TUESDAY, AUGUST 10 at 12:00 PM

Show me the swag! Gathering a handful of brands, we've put together this season's official MAGIC Las Vegas swag bags which will be gifted to our retailers. The contents of this bag will introduce you to some brands you may have never seen before so be sure to stop by on DAY 2 of the show at 12:00pm. The first 250 retailers can walk away with this complimentary gift. While supplies lasts!

ACTIVATION LOUNGE

Visit the MAGIC activation lounge to create your very own phone charm, get a psychic reading, learn about your zodiac sign and get a jacket custom embroidered. Check out the schedule of activations below:

DIY Phone Charms: Step up your phone game with our DIY phone charm activation at MAGIC. Create your own custom beaded charm and don't forget to snap a mirror pic once you're done! First come, first served – while supplies last. @magicfashionevents #MAGICLV August 10: 1:00PM – 3:00PM | August 11: 9:00AM – 11:00AM

Mini Psychic Readings: Prepare to be enchanted by a divine oracle card reading from psychic-mediums Sadie Olson and Juliet Piper, the relatable and fun Psychic BFF duo and hosts of the podcast, Goddess Hangs. Don't miss the chance to receive an incredible in-person reading! First come, first served. @goddesshangs August 9: 10:00AM - 12:00PM | AUGUST 10: 3PM - 5PM

Modern Astrology Readings: Come by and receive the down low on what you truly crave and need within a love relationship, learn a comprehensive understanding of your sun, moon and rising or discover your soul's biggest challenge in 2021 with our Modern Astrologer, Lauren Hansen. First come, first served. @astrobetch

August 9: 3:00PM - 5:00PM | AUGUST 10: 9:00AM - 11:00AM | AUGUST 11: 12:00PM - 2:00PM

Custom Embroidery: Take it one stich at a time with Large Lemonade's custom chainstitch embroidery. Customize a Hidden Jeans denim jacket or a Mod Ref sweatshirt with the embroidery of your choice. Check out Hidden Jeans at booth #51108 and Mod Ref at booth #51708 for their full collections! Embroidery and apparel first come, first served - while supplies last. @largelemonade August 9: 12:00PM – 3:00PM | AUGUST 10: 11:00AM -2:00PM

CHECK HERE FOR UPDATES

DAILY HAPPENINGS

* TREND DISPLAY

Find out what's hot, happening, & on-trend at our TREND mannequin display curated by Rachel McCord, Founder of The McCord List, Kelly Helfman, President of MAGIC, and Wendy Bendoni, Professor + Fashion Marketing chair in the School of Business at Woodbury University. Be sure to attend our MAGIC trend session on August 9th at 10 AM on the education stage to learn more about what's trending now.

WOMAN-OWNED BRANDS

Where there's a woman, there's a way! We're showing some love to our woman-owned brands on the show floor. Check them out in this curated woman-owned manneguin display.

NEW BRANDS DISPLAY

Discover MAGIC Las Vegas's newest brands and trending looks featured in our on-site Mannequin Display.

MAGIC LOUNGE

The MAGIC Hub has all your show floor essentials. With cool vibes, a cash bar, coffee bar, and charging stations, it's the ultimate place to relax, recharge, or strike up a conversation.

INSTAGRAMMABLE MOMENTS

Gratitude Wall: Stop by our gratitude wall located in the West Hall Lobby and write down what you are grateful for.

MAGIC Letters: Pics or it didn't happen!! Don't forget to snap a photo with the iconic MAGIC letters outside of WestHall on your way into the show

FIND YOUR WINGS

For the past 18 months we've all been caterpillars and now it is our time to become a beautiful butterfly. When you see a butterfly, it's a sign of positive change, beauty & freedom. You may want to ask yourself what changes you need to make to live in alignment with your true, authentic self. Find your butterfly wings around the show floor, snap a selfie, and spread your wings! Also, tags us using: @magicfashionevents and #MAGICLV

DJS

DJ MAAD in West Hall: Join MAAD in the MAGIC hub for some great tunes and even better vibes all show long. MAAD will be outfitted by Amy Lynn-shop her looks at booth 52324.

DJ Technicolor (Morgan Gould) in West Hall Lobby: Listen in technicolor. Catch DJ Technicolor spinning all show long in the West Hall Lobb

OFFICIAL MAGIC SHOW BAG SPONSORED BY HAYDEN

We've teamed up with Hayden to bring you this season's limited-edition MAGIC show bag. Pick a bag up while supplies last from Monday to Wednesday as you enter the show and be sure to visit the official show bag sponsor Hayden.

SHOW WIFI

KEEPING YOU CONNECTED this year's Show wifi is brought to you by SKYPAD: Improving the way Retailers and Suppliers share, report, and collaborate on sales, inventory, and consumer demand insights. For more information visit www.skyitgroup.com

Z SUPPLY MASKS

MASK UP! Be sure to grab a Z Supply mask before heading into the show. Visit Z Supply at their booth in PROJECT to check out their full collection.

KENNETH COLE MASKS

Stay protected and pick up a mask courtesy of Kenneth Cole. Head to booth #81300 to check out their full collection and don't miss out on our keynote session with Kenneth Cole himself in the Grand Lobby at 9:00AM on August 9th.

WATER STATIONS

Stay hydrated! Fill and refill your water bottle at our water stations located throughout the show floor.

PURA VIDA BRACELETS

We've partnered with Pura Vida to bring you this seasons retailer bracelet. Pura Vida is a MAGIC accessories brand that has partnered with more than 200 charities around the world to donate over \$3.8 million over the last few years.



SEMINARS +

West Hall, Education Hub at the end of aisle 50100

MONDAY, AUGUST 9

10:00AM

Trend Alert: What's Hot, What's Happening & What's on Trend

Speaker: Rachel McCord, Kelly Helfman, Wendy Bendoni

Join Kelly Helfman and Wendy Bendoni on everyone's favorite panel, as they discuss what the MAGIC customer is wearing and where to get it with our celebrity host, Rachel McCord.

11:00AM

The Importance of Assortment: How to be More Profitable with Product

Speaker: Emily Benson, Founder, Boutique Training Academy

Think you need more customers to grow your retail business? What if there were simple tweaks to your product

assortment that could make you more money in a brand building way? In this session, you'll learn specific techniques to adjust your assortment to increase your bottom line. Leave with simple, actionable tasks that you can implement while you're at MAGIC!

12:30 PM

The Power of Retailers' Mindset

Speaker: Darlene Mitchell, Retail Boutique Advisor & Coach

The mind of a retailer needs to do many things. But how do you do them all successfully? Start with the right mindset. Join Retail Boutique Advisor & Coach Darlene Mitchell as she helps retailers navigate everything from leadership and budgets to inventory and markdowns.

2:00 PM

How to Make Your Retailer Business Adaptable – No Matter What Happens

Speaker: Marc Weiss, Founder + CEO, Management One

Marc Weiss, Founder and CEO of leading inventory planning software and consulting firm Management One, shares lessons learned from the Covid-19 crisis and beyond about the outlook for independent retailers and how you can be prepared for changing conditions, even in extremes. From adopting the right mindset to using the right tools to plan, analyze and respond to changes, Marc will take you through what successful retailers have accomplished - whether in adapting to the Covid-19 crisis, to the rise of e-commerce, or to local economic conditions.

3:30 PM

Marketing Mastermind

Speaker: Rachel McCord & Rick Schirmer

Bring your questions and notepads to this one-of-a-kind brainstorm session on all things marketing. Celebrity CEO, designer, and founder of The McCord List, Rachel McCord and influencer marketing pioneer and CEO of ViralBrand, Rick Schirmer are ready to hear your thoughts and questions on brand management, relationship building and how to crush your sales using social media.

TUESDAY, AUGUST 10 9:30AM

Content (In)Sanity: The 6 Essential Pieces of Content that Convert Weekly

Speaker: Ashley Alderson, Founder + CEO, The Boutique Hub Learn how to plan & create engaging marketing content that converts without the daily stress. Use these 6 proven content choices weekly to batch create a marketing plan that drives engagement and sales. Join Ashely Alderson, Founder + CEO of The Boutique Hub and choose CEO mindset over the daily grind of wondering what to post next or how to keep up with another new marketing channel.

11:00 A M

Indie Retail Prosperity in 2022: A Merchandise and Cash Flow Planning Perspective Presented by: Management One

Speakers: Paul Erickson, Director of Sales, and Dane Cohen, Business Development Manager, Management One

Paul and Dane share major takeaways from M1 customer performance so far in 2021 and keys to success for the last part of this year and into 2022. Topics will range from assortment analysis and planning to inventory flow, to the strategic use of markdowns and beyond. Management One is the leading provider of merchandise intelligence and planning services for independent retailers, with insight into the performance of thousands of stores and e-commerce sites.

12:30 PM

The New Retail – The Foundations of eCommerce Success Presented by: Management One

Speaker: Josh Orr, Founder, Streamline Retail

As more and more retailers launch their stores online, what is the difference between the ones that take off and the ones that never gain the traction they hope? In this session, you'll learn the key strategies used by successful eCommerce brands to increase traffic, increase revenue by offering an amazing online experience, and keep customers coming back again and again.

2:00 PM

Red Carpet Queen, Giuliana Rancic, Shares Advice on Building One of the Biggest Celebrity Brands in **Beauty and Fashion**

Presented by: Management One

Rachel McCord, Founder, The McCord List

Before becoming our favorite E! News red carpet host, beauty and fashion expert, author, and entertainment journalist, Giuliana Rancic was an immigrant with a dream to build her brand from the ground up. She overcame it ALL and is now sharing her best-kept secrets during an exclusive tell-all with our celebrity host, Rachel McCord. Get her advice on building an international brand, as they talk all things fashion, business, and mompreneur life! This is the inspiring convo you DON'T want to miss!

WEDNESDAY, AUGUST 11

9:30AM

Fantasy in the Everyday

Speaker: Jessica Richards, Creator + Founder of JMR Design Consulting & Fashion Director for AC Magazine How post-pandemic trends will celebrate a return to decorative dressing and accessorizing by exploring the Holiday 2021 + Spring 2022 desire for high shine, crystals, and other over-the-top details.

Speakers: Giuliana Rancic, entertainment journalist, author, fashion and beauty expert and television personality;

INFORMA MARKETS FASHION FOR CHANGE (IMFC)

Informa Markets Fashion for Change (IMFC) is an ongoing corporate initiative whose mission is to foster allyship, inclusion, and equality within the fashion community through programs that support, nurture, and elevate minority-owned, women-owned, and LGBTQIA+-owned fashion brands across men's and women's apparel, accessories, and footwear categories.



Launched in 2020 with an aim to elevate and better support new design talent within the Black fashion community, this ongoing program provides selected brands with complimentary event inclusion, marketing promotion, and individualized mentorship guidance sourced from IMFC's Incubator Program Advisory Board members: a board comprised of veteran fashion executives from across the industry. Continuing in 2021, see below for a sneak peek sampling of new IMFC Incubator Program participants that will be available at our upcoming Las Vegas events.

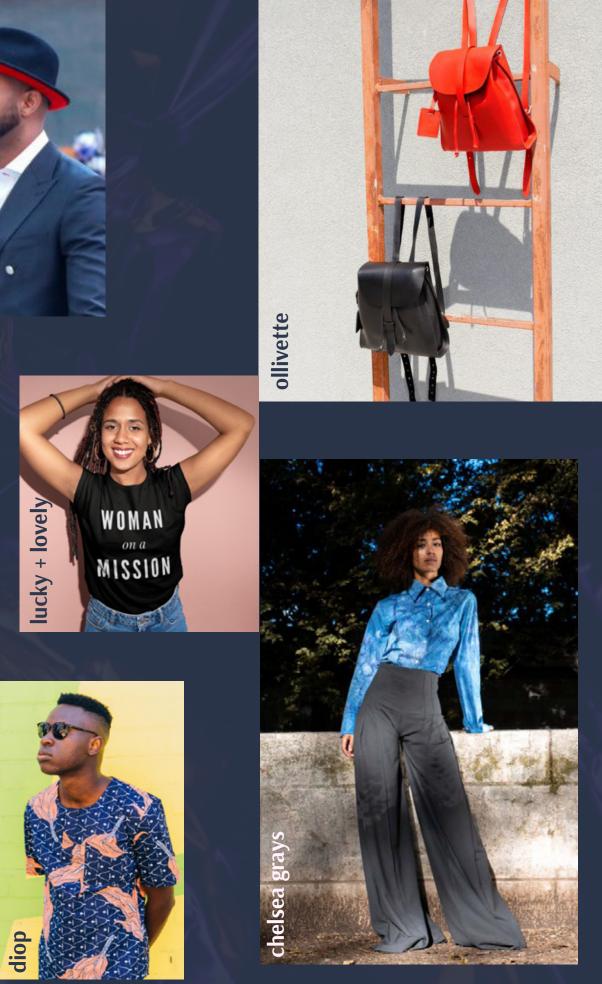
SNEAK PEEK OF 2021 IMFC INCUBATOR PROGRAM BRANDS IN LAS VEGAS:

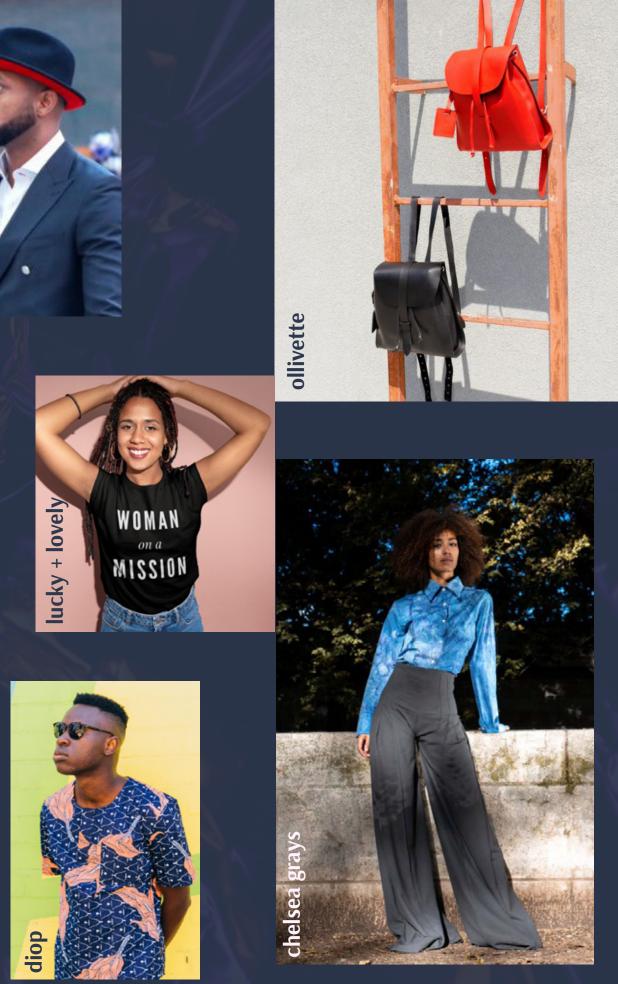
Oak & Acorn ~ Only for the Rebelles / Men's & Women's, Sportswear / @oakandacornofficial Ollivette / Men's & Women's, Accessories / @ollivette_brand **Chelsea Grays** / Men's & Women's, Sportswear / @__chelsea.g Keith & James / Men's & Women's, Accessories /@keithandjames Lucky + Lovely / Women's, Separates & Gift / @luckyandlovely **DIOP /** Men's, Streetwear **/ @weardiop BAO - The Black Apothecary Office /** Women's, Beauty **/ @bao.community** Melrose High / Men's, Active/Athleisure / @melrosehighcollection Visionary Society / Men's, Active/Athleisure / @visionarysociety

*Additional brands to be announced soon. Click here for more information on IMFC initiatives.









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MAGIC LAS VEGAS BRAND LIST PREVIEW

YOUNG CONTEMPORARY

Adelyn Rae @AdelynRaeofficial

America & Beyond @americabeyond

Articles of Society @articlesofsociety

@astrthelabel

Dear John Denim @dearjohndenim

> Elan @shopelan

en saison @ensaisonstudios

Flying Monkey Jeans @flyingmonkey Hidden Jeans @hiddenjeans

Laundry by Shelli Segal @laundrybyshelli

> Line & Dot @thelineanddot

Lola Jeans @lolajeans.ca

Lost + Wander @lostandwander

Mikarose @mikaroseclothing

Miss Me @missmejeans

Molly Bracken @molly_bracken_officiel OAT New York @oatnewyork

Olivaceous @olivaceousia

Prince Peter Collection @prince_peter_collection

> Project Social T @projectsocialt

Sage the Label @sage_thelabel

Unique Vintage @uniquevintagewholesale

Vintage Havana @vintagehavana

@zleurope

TREND

Blu Pepper @shopblupepper

Boom Boom Jeans @boomboomjeans

> **Cello** @cellojeans

©coalition LA

Cotton Candy LA @cottoncandyLA

> **Emory Park** @emoryparkclothing

GLAM @glamlaapparel

Fantastic Fawn @fantasticfawn

Hayden Los Angeles @Haydenlosangeles

Hot & Delicious

Judy Blue Jeans @judybluejeans

Just Black Denim @justblackdenim

> **Kancan** @Kancan_USA

L'atiste @latustebyamy

Lush Clothing @lushclothing

Luxxel @luxxelclothing

Mod Ref @modrefclothing

Oddi @oddiclothing

Paper Crane @papercranela

Papermoon @shop_papermoon

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CLICK HERE FOR A FULL BRAND LIST

Signature8 @showroomsignature8

> **SHE + SKY** @sheandsky

Skies Are Blue @skiesareblueclothing

Skylar + Madison @shopskylarmadison

> **STORIA** @shop.storia

Strut and Bolt @strutandbolt

> TCEC @shoptcec

Thread & Supply @threadandsupply

> WishList @wishlistapparel

YMI JEANSWEAR @ymijeans

MAGIC LAS VEGAS BRAND LIST PREVIEW

SPORTSWEAR

Analili @analili analili

B&K Moda @bkmodausa

Beach Lunch Lounge

Dolma @dolmacalifornia

Haris Cotton @hariscotton

Hexi @hexi.losangeles

Mata Traders @matatraders

> Melloday @melloday_la

Next Level Apparel

N.Y.M.F. by Co @nymfbyco

Paparazzi by Biz @paparazzibybiz

Petit Pois by Viviana G @petitpoisbyvivianag

StitchDrop

Trend Request

Whimsy Rose @whimsy.rose

Urban Closet @Urbanclosetmx Corrente @corrente8371

> **Giovanni Testi** @giovanni_testi

MEN'S

Lanzzino

Marina Imports

Mundo

Silversilk Group @exclusive.fashions

Stacy Adams

T.R. Premium @trpremiummens

> **Tiglio** @tiglio-uomo

FOOTWEAR

Aetrex @aetrexworldwide

Blowfish Malibu @blowfishmalibu

> **Carrano** @carranooficial

Chinese Laundry @chineselaundry

> Cougar @cougarshoes

> > **Joules** @joulesusa

J/SLIDES @jslidesfootwear

Matisse @matissefootwear

ZENZII @zenzii_wholesale_jewelry

@shop_miashoes
Pelle Moda

MIA

@pellamoda

QUPID @quidshoes

Rocket Dog @rocketdogfootwear

Volatile by PVFootwear @volatileshoes

Yellow Box @yellowbox

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CLICK HERE FOR A FULL BRAND LIST

ACCESSORIES

Blue Planet Eco-Eyewear @blueplanetecoeyewear

DIFF Charitable Eyewear @diffeyewear

Good Work(s) Make A Difference @goodworksmove

Pura Vida Bracelets @puravidabracelets

Sondra Roberts @sondrarobertsny

Urban Expressions @urbanexpressions

> Vösh @voshdesign



ESW Beauty @esw.beauty

Locked And Layered @lockedandlayered

> MCLC @mclcbrand

Sugar Mama Shimmer @sugarmamashimmer

CHILDREN'S

Angel Dear @angeldearinc

Bailey's Blossoms @baileysblossoms

Coral & Reef Beachwear @coralreefbeachwear

> Popatu @popatuclothing

PROJECT LAS VEGAS BRAND LIST PREVIEW

WOMEN'S

Agency Showroom

ASN

BB Dakota

Bella Dahl

BITCHSTIX

BlankNYC

Brand Equity Showroom

Butik Showroom

Chaser

Dolce Vita

Driftwood

Free People

Gigi Pip

Hasson Costa Showroom

Heat Swimwear

Ilse Jacobsen

Jeffrey Campbell

Johnny Was

Lucy Paris

MAME + Co.

Mer Sea & Co

Morrison Denim

Place Showroom

Sam Edelman

Serra by Joie Rucker

Steve Madden

strut this

Tai Jewelry

Three Dots

Wildfox

MEN'S

98 Coast Av

Bravian

Calvin Klein

Christopher Lena

Dead. Than. Cool.

Eden Park Paris

G-Shock

James Bark

Psycho Bunny

Raga Man

Renoir Fashion

Reyn Spooner

Sportailor

Swet Tailor

MEN'S & women's

Barbour Inc.

Californians

Creative Recreation

Eleven Paris

26

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CLICK HERE FOR A FULL BRAND LIST

Reason

Goorin Bros.

Kenneth Cole

Mavi

Michael Stars

Nautica

Prps

Rails

Retro Brand

Timex

WeSC



REGISTER TO ATTEND

WE HAVE SOME EXCITING NEWS



Experience the new East Coast home for women's trend, young contemporary, sportswear, footwear, accessories and children's categories

SEPTEMBER 19–21, 2021 Jacob Javits Center, New York City

JOIN US IN NYC