

SEPTEMBER 19-21, 2021 JACOB JAVITS CENTER, NEW YORK CITY



# BRINGING THE SPIRIT OF MAGIC TO NEW YORK EVENT RUNS SIMULTANEOUSLY WITH COTERIE FOR ONE-STOP

WOMEN'S AND CHILDREN'S MARKET WEEK.

"Co-located with COTERIE New York, the inaugural edition of MAGIC New York will feature an assortment of women's and children's apparel, footwear, and accessories brands, in addition to being the new home for brands that previously participated in FAME, MODA, Sole Commerce and CHILDREN'S CLUB," says Rudow. "On 'Level One' of the Jacob Javits Center, buyers can explore their most important categories, featuring product from some of their favorite brands like Pura Vida Bracelets, Articles of Society, Jeffery Campbell, and Sam Edelman, as well as discover new ones like Tissu Quotidien and Simone the Label within our premiere 'Emerging Designers' curation."

This multi-tiered event also allows for increased opportunities for savvy retailers to build their brands with private label opportunities, and lower minimums. Exhibitors will see a much, much larger audience of retail buyers, with opportunities to open new business and expand into new territories.

Beyond the very latest in fashion product offerings, rely on INFORMA to bring its outstanding expertise for industry events to promote networking and learning, too. Stay tuned for more details on trend reports, industry roundtables, and much more featuring today's fashion influencers, stylists, and media.

**REGISTER NOW** 



# FEATURED CATEGORIES:

YOUNG CONTEMPORARY

SPORTSWEAR

FOOTWEAR

ACCESSORIES



TREND

 $\mathcal{M}$ BUYERS AND BRANDS ARE EAGER TO GET BACK TO IN-PERSON EVENTS. WE ARE THRILLED TO UNITE THE INDUSTRY IN NEW YORK AND BRING THE SPIRIT OF MAGIC TO A NEW, KEY MARKET ON THE EAST COAST.

## – JORDAN RUDOW VICE PRESIDENT OF EVENTS AT MAGIC

# COMFORT AND STYLE RULE

#### TREND BRANDS ARE KEEPING THE COZY. WHILE BRINGING COLOR. PATTERN. AND SEXY BACK.

There's a sense of celebration in the air, and it's being expressed brilliantly in Spring/ Summer 2022. Dazzling palettes brighten days and nights. Pattern comes alive again, from oversized animal prints to updated stripes rendered in handcraft-like knits and crocheted constructions. Today's fashion shopper won't leave comfort behind, either, but don't be scandalized if she's grown comfortable baring a bit of skin, too.



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CAMPER











SAYA



### SAMA SITARA





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## POOL SHOES HAVE THEIR MOMENT \*

COMFORT? SURE. BUT SLIDES ARE HAVING THEIR MOMENT IN THE SUN.



They may have their roots in pool shoes or shower slippers, but slides may well be the key footwear silhouette for next season. They may be based on our renewed interest in comfort and practicality, but while some styles remain solidly in the casual category, others have been given a decidedly fashion twist. From vivid color to textural interest or sometimes both in one shoe, the anything-but-basic slide may even be upgraded to a heel.







MARC FISHER





### CARRANO

### JEFFERY CAMPBELL



# LITTLE DRESS ON THE PRAIRIE

# TODAY'S PRAIRIE DRESSES PUT A MODERN SPIN ON THE PIONEER SPIRIT.

The Prairie Dress trend has taken root for Spring/Summer 2022. The easy, billowy silhouette is not only exceptionally comfortable in its classic form with multi-layer ruffles and tiers, it's also become a key look because of its reminiscence of simpler times; tied to the earth and nature. The modern take on the Victorian-meets-Western era is foundational, too: it can be modestly sexy or more sensuous and revealing, lending itself to layering and looks from bohemian rocker to true romantic and beyond.

### AMY LYNN



## SKIES ARE BLUE

### MIKAROSE



### FORE COLLECTION



### FRNCH











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# **SEDUCTIVE SOPHISTICATION**

### 1970S-ERA INSPIRATION MAINTAINS COMFORT WITHOUT LOSING SEX APPEAL.

PELLE MODA





The Netflix miniseries Halston dramatizes the 1970s-era designer's life, complete with celebrity, scandal, and, of course, great clothes. The timing for a rebirth of sexy, draped, unconstructed styles couldn't be more appropriate as we embrace comfort and a sense of hesitant festivity. This season MAGIC New York exhibitors offer their take on comfortable style that all offers sexy glamor.

### FRNCH



LUSH



### FASCE









# **BUSINESS CASUAL** REIMAGINED

#### SHOP MAGIC NEW YORK FOR MODERN LOOKS THAT MEAN BUSINESS.

Visitors to MAGIC New York will be delighted to find new and exciting resources that celebrate powerful, feminine style. 2022 sees a new emphasis on comfort that doesn't abandon professionalism, with looks that are all business, wherever the modern workplace finds us.







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SAYA















# MAGIC NEW YORK BRAND LIST PREVIEW

#### ACCESSORIES

#### **AH!DORNED** @ahdorned

**Erimish** @erimish

**FREYRS** Evewear @freyrs\_sunglasses

> **Haute Shore** @hauteshore

Nakamol NYC @nakamolchicago

**Pura Vida Bracelets** @puravidabracelets

Simone the Label @Simonethelabel

Sondra Roberts @sondrarobertsny

> Tova @tovastore

**Urban Expressions** @urbanexpressions

> NamJosh @namjoshshop

Gemelli @gemellijewelry

**KOZAKH** @kozakh.jewelry

Tess + Tricia @tessandtricia

FRAAS @fraas.europe

#### FOOTWEAR

Blondo @stevemadden

**Blowfish Malibu** @blowfishmalibu

**Charles David** @charlesdavidshoes

**Chinese Laundry** @chineselaundry

> **Gola Classics** @GolaClassics

Jack Rogers @jackrogersusa

**Jeffrey Campbell** @jeffreycampbell

Kenneth Cole Women's @kennethcoleproductions

> Marc Fisher LTD @marc.fisher

Matisse Footwear @matissefootwear

> Sam Edelman @sam edelman

**Seychelles** @seychellesshoes

**Steve Madden** @stevemadden

> Superga @supergausa

#### SPORTSWEAR

NIM @\_nimoficial

Analili @analili analili

> Chalet @chalet

**Dizzy Lizzie** @dizzylizzienyc

**Dressed 2 Kill** 

I.C. Collection

**JOH Apparel** @johapparel

La Moda Clothing @La moda clothing

Petit Pois by Viviana G @petitpoisbyvivianag

**Tempo Paris** 

Tribal @tribalfashionofficial

Zaket + Plouver @zaketandploverlabel

Veronica M. @veronicamclothing

> Zenara @zenarawoman

America & Beyond @americabeyond

#### TREND

**Blue Blush** @blueblushclothing

**By Together Apparel @bytogether** 

> **Fore Collection** @forecollection

> > Glam @glamlaapparel

Just Black Denim @justblackdenim

> Kimberly C @kimberlycclothing

LTJ @letter.to.juliet

Lush Clothing @lushclothing

Mod Ref @modrefclothing

Moodie @shopmoodie

**Olivaceous Inc** @olivaceousla

**Paper Crane** @papercranela

> **Storia** @shop.storia

> > Le Lis

WishList @wishlistapparel

#### YOUNG CONTEMPORARY

Amy Lynn @Amylynnofficial

**Articles of Society** @articlesofsociety

> **Ceros Jeans** @cerosjeans

> > Fate @fatebylfd

FRNCH @FRNCH US

**Hidden Jeans** @hiddenjeans

> Kerisma @shopkerisma

Mikarose @mikaroseclothing

Vintage Havana @vintagehavana

> Z&L Europe @zleurope

#### **CLICK HERE FOR A FULL BRAND LIST**

CHILDREN'S

A Bit of Honey

Alitsa @alitsa kids

**Bailey's Blossoms** @baileysblossoms

> InCity @incitykids\_official

Le Mo Mo /Ce Ce Co @cececobaby

> LiaLea @lialeacom

Nessi Byrd @nessikids

**Pajamas for Peace** @pajamasforpeace

> **Planet Sea** @planetseaswim

**Princess Daliana** @princess daliana

> Sweet Kids @sweetkidsinc

Tina Mur @tinamurcouture

Vintage Havana Kids @vintagehavanakids

EMERGING DESIGNERS

> Ellany @ellany\_official

Lazy Hype @lazyhypela

The No. 2 Eyewear @theno2eyewear

> Sama Sitara @samasitara

Simone the Label @Simonethelabel

**Tissu Ouotidien** @tissuquotidien



## BRINGING THE SPIRIT OF MAGIC TO NEW YORK

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

VIEW THE VENUE MAP/EXHIBITOR LISTING/KNOW BEFORE YOU GO

**EVENT INFO** 

