

## MAGIC Nashville Debuts in May 2022, Drawing the Global Fashion and Retailer Community

*Leading global fashion trade event, MAGIC, makes its inaugural launch in Nashville, Tennessee, a creative destination filled with countless fashion brands, designers, and retailers, to cultivate connections and discoveries in the growing southeast market and drive business opportunities.*

*A robust lineup of fashion brands, buyers, educational sessions, musical guests, and networking opportunities will further fuel the business of fashion.*

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

**Nashville, TN – May 12, 2022** -- Leading global fashion industry connector, Informa Markets Fashion, organizer of [MAGIC](#), [PROJECT](#), [SOURCING at MAGIC](#) and [COTERIE](#), announces its full agenda for the **inaugural debut of the MAGIC Nashville May 16-17<sup>th</sup> event** at the **Music City Center**. MAGIC Nashville brings its high-energy fashion experiences and the largest selection of women’s trend-driven and young contemporary apparel, footwear, and accessories to the fashion community in the southeast.

The event will deliver the experience MAGIC is known for, including new and influential retailers from boutique and specialty stores; to big box and online, but with a Nashville twist. Key retailers can explore the latest trends, discover margin-building products, and connect with a new community of established and emerging players.

“The response for MAGIC Nashville has been overwhelmingly positive and has already exceeded our pre-registration goals,” says **Kelly Helfman, President of Informa Markets Fashion**. “Both national big specialty chains and local buyers will be attending. The excitement for this market continues to build with all the support we received.”

**Helfman** continued, “Nashville has such a vibrant creative identity and thriving fashion scene that has been built by the efforts of local designers, retailers, artists, and organizations like Nashville Fashion Week. It has been our goal to launch MAGIC in Nashville for some time, and we could not be more excited that the event's debut is less than a week away. The city is becoming more recognized amongst domestic and international retailers as a national fashion hub, as proven by our registered attendees flying in from nearly every state in the U.S. – we look forward to providing a platform for local brands to showcase on a national scale.”

MAGIC Nashville will provide a comprehensive selection of evergreen and seasonal offerings in-between primary shopping seasons and a full lineup of educational panels, onsite activations, and musical performances. MAGIC is sponsored by Blue Blush, Boutique Hub, By Together, Fate, Grace in LA, Paper Crane, Skies Are Blue, Trendsi, and Vocal.

The two-day event is strategically able to offer and provide brick-and-mortar and online retailers the option to shop “immediates” and replenish inventory in advance of the next selling season and expand U.S. presence and boost sales as brands and retailers head into the August and September buying season events.

“We have watched Nashville’s fashion scene garner national attention over the past decade,” said **Butch Spyridon, CEO of Nashville Convention & Visitors Corp.** “Having MAGIC add Nashville to their event schedule speaks to the city’s creative culture and will only bring more awareness to our local designers and retail.”

To celebrate the launch, MAGIC Nashville will host an opening night party featuring live music from country artist **Rachael Turner** on Monday, May 16, at Legend’s Corner Bar from 6:00 p.m. to 10:00 p.m. Brand representatives and industry professionals can network and build connections in the fashion industry while celebrating the kickoff of the new market.

With over 300 brands exhibiting in the women’s categories of trend, young contemporary, sportswear, footwear, and accessories, some notable collections include **ASTR the Label, FRNCH, Lush, Miss Me, Chinese Laundry, Blue Pepper, Burt’s Bees, Bishop + Young, London Rag, Lost + Wander, MIA Shoes, En Saison, Prince Peter Collection, Recycled Karma, Blue Planet Eco-Eyewear, Chaser, Band of the Free, Matisse, Pura Vida, Gigi Pip,** and **Sage the Label.**

Bringing together top tier retail buyers from around the world, a few expected attending notable domestic and International retailers include **Apricot Lane, Boot Barn, Dillard’s, Dry Goods, Four Seasons Resort, Houser Shoes, Olive & Bettes, Pink Lily, Uniquities, VICI, Von Maur, Free People, Altr’d State, American Eagle Outfitters, TJX, ZULILY.COM, Amazon, Ross Stores, and PacSun.**

Throughout the two-day event, and true to the city’s musical heritage, MAGIC Nashville will bring a live music festival vibe with endless entertainment to the show floor. Local and emerging talent, including **Blessing Offer, Kimberly Dawn, Megan Barker, Lockwood Barr, Caleb LaDuke, Jonathan Cyphers, Siena Paglia, Cash Crawford and Rossa Flora, Megan Nadin, and Elise Stein** will perform sets throughout the event so attendees can not only shop but listen to live music as well.

In addition, MAGIC Nashville will present a series of educational panels curated for the event featuring prominent fashion industry voices. The expert-led discussions and lineup include thought leaders and fashion insiders from *The Boutique Hub, Management One,* and *Comment Sold* as well as *Informa Markets Fashion* executives. Attendees will gain insight into live selling, digital marketing, social media strategies, trends to shop, and other key topics.

Outside of bustling activity on the show floor and onstage, MAGIC Nashville’s May 2022 edition will feature unique activations and complimentary perks aimed to inspire, rejuvenate, and refresh guests throughout the day. Attendees can ride the MAGIC **mechanical bull**, get a custom art piece to take home, create content with all the fun **Instagram-able moments**, plus so much more.

For a complete list of educational sessions, event experiences, and daily happenings available at the May 2022 edition of *MAGIC Nashville*, please visit: [HERE](#)

To register for **MAGIC Nashville, slated for May 16-17, 2022**, please click [HERE](#).

## **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](http://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](http://www.findfashionevents.com)

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