

FOR IMMEDIATE RELEASE:

Digital Innovation Leads as MAGIC Cancels Live Event in Las Vegas and Powers Forward with Comprehensive Digital Trade Event Launch

Despite disruptions to live events in 2020, MAGIC's soon-to-launch digital trade event is gaining momentum in the fashion wholesale industry as a more effective and comprehensive marketplace for fashion wholesale commerce this fall.

Las Vegas, NV—July 10, 2020— Informa Markets Fashion announced today the cancellation of MAGIC's Las Vegas fashion wholesale tradeshow at the Las Vegas Convention Center, which was set to run from September 30 – October 2, 2020. Instead, MAGIC, with sister shows, COTERIE, PROJECT, MICAM Americas, and CHILDREN'S CLUB, is in full swing to debut their digital trade event, scheduled to open on September 1, 2020 and run through November 1, 2020.

MAGIC, the largest domestic fashion tradeshow in Las Vegas, which includes WWDMAGIC, PROJECT, MICAM Americas, POOLTRADESHOW, STITCH, and SOURCING at MAGIC draws an audience of international and domestic retailers, brands, media, and industry influencers. With the offering of a comprehensive and centralized digital trade platform this fall, brands and retailers will benefit from an inclusive, location-free opportunity to connect and conduct commerce – bridging the gap created by the continued uncertainty of travel restrictions and health and safety concerns. This digital trade event - one of the largest digital marketplaces for fashion wholesale - is the initial step forward within a much larger, future-facing plan of collaborative physical and digital events for the fashion wholesale industry.

“Based on our discussions with partners and stakeholders surrounding health, safety, and travel concerns across the country, cancelling our late September Las Vegas event, while disappointing, is the best path forward for our fashion community,” said Nancy Walsh, President of Informa Markets Fashion. “Current climate aside, re-evaluating, re-adjusting, and continually maturing our business model has always been part of our company ethos. Our digital trade event is a natural and necessary first step in revolutionizing and innovating our business in a time that is primed for digital opportunity and outlets.”

MAGIC's digital marketplace, powered by NuORDER will not only feature new and known brands across women's, men's and children's apparel, accessories, and footwear, but like the live event, will also feature a robust line-up of educational programming and seminars. With a full 8-week run time, retail buyers will be able to leisurely explore a full library of shoppable editorials and engaging educational content, from tastemaker-curated roundups and retail discovery sessions to timely industry insights. The fusion of community and value-add content will generate a more efficient endless aisle experience of unique product discovery for retailers.

Additionally, participating brands will benefit from enhanced brand storytelling and the ability to make more informed merchandising decisions in real time through data analytics and NuORDER'S market-leading features such as digital catalogs, line sheets, 360 imagery, and shoppable hotspots to connect and conduct commerce. While the momentum is gaining to

utilize this new platform and its technology, exhibitors are already gearing up for onboarding, with weekly webinar training sessions in full swing. Helping brands quickly become comfortable navigating the virtual showroom technology, each hour-long session features a comprehensive tutorial demonstrating platform functionalities and capabilities, followed by a live audience Q&A.

“From the very beginning of planning a digital component to our events, back in early 2020, we have been diligently taking strides forward to ensure a meaningful product was developed for our community. We have had our finger on the pulse of our industry and we have learned so much from our customers, partners, and community in the past few days, weeks, and months – their needs, wants, and hopes - which allows us to more confidently step forward this year and then further enhance our business into a dynamic and hybrid future in 2021,” said Kelly Helfman, President of MAGIC.

For more information on MAGIC and the upcoming digital trade event, please visit:
<https://www.magicfashionevents.com>

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ABOUT MAGIC:

MAGIC is the most comprehensive fashion marketplace in the U.S., showcasing Women’s and Men’s Apparel, Footwear, Accessories, and Sourcing resources from around the world. MAGIC fuels the business of fashion by helping facilitate connections between buyers and brands with outstanding services like retail concierge and matchmaking programs, bridging relationship and strengthening connections. For more information, please visit www.magicfashionevents.com.

ABOUT INFORMA MARKETS:

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 450 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com

ABOUT NUORDER (@nuorder):

NuORDER is the leading wholesale e-commerce platform. Brands use NuORDER to deliver a seamless, more collaborative wholesale process, where buyers can browse products, plan assortments and make smarter buys in real-time. The NuORDER platform was engineered with flexibility and scale in mind processing over \$35B in GMV. It empowers businesses of all sizes with enterprise-level technology.

Headquartered in Los Angeles, California with offices globally; NuORDER connects more than 2,000 brands and 500,000 retailers, helping them grow and win together. For more information, please visit <https://www.nuorder.com/>

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