

Canadian Consulate General



Consulat Général du Canada

1251 Avenue of the Americas  
New York, NY 10020-1175

24 July 2006

**Survey of the NYC Market for Women's Wear**

18-20 September 2006 (Mon - Wed)

You are invited to participate in an upcoming ExportUSA 3-day mission with a focus on the women's wear markets in New York. This mission is modelled on one we did two year ago, that was both well received and successful: three (3) of the participants in that mission ( [www.juma.ca](http://www.juma.ca) , [www.basiadesign.com](http://www.basiadesign.com) & [www.armstrongfox.com](http://www.armstrongfox.com) ) are currently showing in NY trade shows and exporting to this market.

This mission is a "see-for-yourself" educational tool that will allow participants to accurately assess their exporting potential with regard to the women's apparel and accessory markets accessible in and through New York. It will give Canadian fashion designers and companies the opportunity to see the styling, quality and variety of merchandise being offered - and at what price points - in NYC's department stores, downtown boutiques and specialty stores.

By visiting the TEN (10) women's wear trade shows taking place in New York that week, participants can evaluate the suitability of trade show participation and determine which show is the best "fit" for their particular needs and export strategies. New York has a dynamic wholesale market scene, and trade show participation can be key to reaching retail stores across the US.

This time we have added a third full day, in part because there are now two additional trade shows, but also to allow time to visit some of the smaller, independent women's wear stores on the reinvigorated Lower East Side and the more recently-coined Nolita (North of Little Italy) neighborhoods. There will be plenty of networking opportunities along the way.

The registration deadline is 11 September 2006 and space is limited. There is a CA\$ 100 participation fee. Please note that participants are responsible for all other costs such as accommodation, transportation, meals and personal expenses.

If you have any questions regarding this mission or any of the trade services available to you, please contact the Trade Commissioner at our regional office in your province (see appended list for contact information).

Sincerely,

John McCabe  
Trade Commissioner

## Trade Commissioners in Canada / Délégués commercial en Canada

Province	Voir / See
British Columbia / Colombie Britannique	<i>Ron Farris</i> Tel: (604) 666-1409 Fax: (604) 666-0954 ron.farris@international.gc.ca
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Newfoundland / Terreneuve	<i>Michael Howley</i> Tel: (709) 772-7469 Fax: (709) 772-2373 michael.howley@international.gc.ca

## Preliminary Agenda

Time	Item
<b>SURVEY OF THE NYC MARKET FOR WOMEN'S WEAR</b> <b>DAY ONE: Monday, September 18, 2006</b> <b>Visits to concurrent women's wear trade shows, showrooms and specialty stores</b>	
	The first part of the day is dedicated to visiting several of the concurrent trade shows taking place in Manhattan this week.
09:00- 09:50	Briefing at the consulate general  <b>Consulate General of Canada</b> 1251 Avenue of the Americas (= 6 <sup>th</sup> Ave.) (between 49 <sup>th</sup> & 50 <sup>th</sup> Sts). Mezzanine Level (take the up escalator in the lobby next to Au Bon Pain)  Each participant will be given three one-day MetroCards for unlimited riding on NYC mass transit (subways and city buses) & a final revised agenda.
10:00- 10:40	<b>Atelier Designers</b> <a href="http://www.atelierdesigners.com">www.atelierdesigners.com</a> + <b>Pacific Designer Collections</b> <a href="http://www.pacificdesignercollection.com">www.pacificdesignercollection.com</a> Shows are co-located at the Rihga Royal Hotel, 151 W54 (6th - 7th Aves.) 10:20 meet Susan Summa, Show Organizer, at 11 <sup>th</sup> Floor show office
10:50- 11:10	<b>Designers at the Essex House</b> Essex House Hotel 160 Central Park South (= West 59th St.) (6th & 7th Aves.) 10:50 meet Daniel Saxon, Show Organizer
11:30- 12:30	<b>Nouveau Collective Lifestyle Show</b> New Yorker Hotel 481 Eighth Avenue (34th - 35th Sts.) <a href="http://www.nouveauctollectivetradeshows.com/">www.nouveauctollectivetradeshows.com/</a> Visit with David Cotton of Linda Lundstrom & ballroom exhibitors
12:30- 13:15	Lunch

Time	Item
13:15-13:45	<p><b>The Train New York</b> Terminal Stores 269 11<sup>th</sup> Avenue (27<sup>th</sup> - 28th Sts.) <a href="http://www.thetrainnewyork.com">www.thetrainnewyork.com</a> 13:30 Meet with Annik Klein, Show Coordinator</p>
13:50-15:05	<p><b>Designers &amp; Agents</b> Starrett Leheigh Building 601 West 26<sup>th</sup> Street, 13<sup>th</sup> &amp; 14<sup>th</sup> Floors (11th-12th Aves.) www.designersandagents.com 14:45 Meet with Show Coordinators</p>
	<p>The latter part of the day will be devoted to visits to multi-line women's apparel stores in the Meatpacking District and in SoHo in order to get a feel for what labels/brands are currently carried in there and the merchandise price points.</p>
15:25-15:35	<p><b>Pink Tartan</b> Showroom TBC 416 West 13<sup>th</sup> Street, Suite 303 Meet briefly with Michael Kinnaman</p>
15:35-15:45	<p><b>Tevrow &amp; Chase</b> Showroom TBC 416 West 13<sup>th</sup> Street, Suite 313 Meet briefly with Kristie Poluhoff</p>
15:55-16:10	<p><b>Scoop</b> 873 Washington Street</p> <p>Stephani Greenfield is a co-owner of Scoop, which carries lots of trendy casuals and jeans. Two years ago they had 3 Manhattan locations in the Meatpacking District (873 Washington Street), SoHo (532 Broadway), and on the Upper East Side (1275 3rd Ave.) Today, they also have stores in Chicago; Miami; Las Vegas; Greenwich, CT; and East Hampton and Greenvale on Long Island, NY.</p>
16:10-16:30	<p><b>Jeffrey New York</b> 449 West 14th Street</p> <p>Owner Jeffrey Kalinsky has put together a specialty store with strictly blue-chip brands, but the assortment is skewed to edgier labels plucked from the firmament. Then Nordstrom bought into the business, and struck a deal wherein he does merchandising for them. A large store loaded with high-priced designer clothing &amp; shoes.</p>

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Time	Item
16:45- 17:15	<p><b>Kirna Zabëte</b> (Closes at 7PM on Monday) 96 Greene Street (between Prince and Spring Sts.)</p> <p>Owners Beth Buccini and Sarah Easley attract a crowd of affluent tastemakers with a well-edited selection of high-end European and American designers.</p>
17:25- optional	<p><b>Bloomingdale's SoHo</b> (Closes at 9PM on Monday) 504 Broadway</p> <p>After years of rumors, Bloomingdale's finally opened a downtown store two years ago in a "cast iron" building that was formerly home to retail icon Canal Jeans. The store is not a full-line department store, but instead carries only "downtown" fashion and beauty brands targeted at a younger consumer.</p>

Time	Item
<b>DAY TWO: Tuesday, September 19, 2006</b> <b>Visits to Women's Wear Trade Shows &amp; Store on the Upper East Side</b>	
	<p>The first part of the day is dedicated to visiting the remainder of the concurrent trade shows taking place in Manhattan this week.</p>
09:00-10:00	<p><b>Platform 2</b>            Roseland            239 West 52<sup>nd</sup> Street (7<sup>th</sup> - 8<sup>th</sup> Aves.)            A first-time show from the organizers of The Train dedicated to bridge and contemporary collections.  <a href="http://www.thetrainnewyork.com">www.thetrainnewyork.com</a> (See "News")</p>
10:15-11:00	<p><b>Moda Manhattan</b>            Metropolitan Pavillion            125 West 18<sup>th</sup> Street (6<sup>th</sup> - 7<sup>th</sup> Aves.)  <a href="http://www.modamanhattan.com">www.modamanhattan.com</a></p>
11:25-12:00	<p><b>American + International Designers</b>            Loft Eleven/Penthouse 15            336 West 37<sup>th</sup> Street (8<sup>th</sup> - 9<sup>th</sup> Aves.)  <a href="http://www.americaninternationaldesigners.com">www.americaninternationaldesigners.com</a></p>
12:00-12:45	<p>Lunch</p>
13:00-14:50	<p><b>Fashion Coterie</b>            Javits Center            11<sup>th</sup> Avenue (34<sup>th</sup> - 39<sup>th</sup> Sts.)</p> <p>15:30 Meet with Joanne Mohr, Group Show Coordinator, ENK International. "Coterie" is a 20-year-old trade show whose normal venue is the Passenger Ship Piers, which are being renovated. For the September 2006 event, Coterie is being held at smaller space at the Piers, as well as at Javits Center.</p>
15:10-17:00	<p><b>Fashion Coterie</b>            Passenger Ship Piers, West Side Highway at 55<sup>th</sup> Street</p> <p>So that participants will get a sense of the Pier location, a visit to the Piers will also be included. About 40 Canadian companies exhibit at Coterie.</p>

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17:20- 17:35	<p><b>Linda Dresner</b> 484 Park Ave. (58th-59th)</p> <p>Linda Dresner was the first retailer to introduce the women of Manhattan to a minimalist German designer Jil Sander and her perfectly curated shop is also the place to find something unique and beautiful by hot new designers like Gregory Parkinson and Proenza Schouler.</p>
17:40- 17:55	<p><b>Searle</b> 635 Madison Avenue (at 60<sup>th</sup> St.)</p> <p>Owner Searle Blatt has 7 Manhattan stores including locations at 1051 3rd Ave (the largest), 1124 Madison Ave, 1035 Madison Ave, 805 Madison Ave, 1296 3rd Ave &amp; 156 5th Ave. (An 8<sup>th</sup> is opening at 1142 3<sup>rd</sup> Ave. @ 67<sup>th</sup> St. in Sept. '06.)</p>
18:10- 18:30	<p><b>Intermix</b> 1003 Madison Ave. (77<sup>th</sup>-78<sup>th</sup>)</p> <p>Owner Khajak Keledjian has 5 Manhattan stores including locations at 125 5th Ave, 1001 Madison Ave, 210 Columbus Ave and 365 Bleecker St. The mix of locations takes the product mix away from strictly traditional “uptown” looks.</p>

Time	Item
<b>DAY THREE: Wednesday, September 20, 2006</b> <b>Visits to the Garment District and Specialty Stores in other Areas</b>	
	<p>In the morning, the group will visit the Garment District, followed with visits to some specialty stores on the Upper West Side to see what labels/brands are currently carried and the merchandise price points.</p>
08:45-09:00	<p>Participants will meet in the lobby of the building where the 9:00AM appointment is located.</p>
09:00-09:25	<p>Briefing from a successful Canadian fashion company with a permanent showroom in NYC's Garment District.</p>
09:35-09:55	<p>Walk-through at 231 West 39<sup>th</sup> Street (Floors 2, 3, 7, 8, 9, 10, 11), a multi-line showroom building.</p>
10:00-10:10	<p>Walk-through at 250 West 39<sup>th</sup> Street (Floors 3 &amp; 5), a multi-line showroom building.</p>
10:15-10:25	<p>Walk-through at 215 West 40<sup>th</sup> Street (Floors 9 &amp; 12), a multi-line showroom building.</p>
10:30-10:45	<p>Walk-through at 498 Seventh Ave. (24<sup>th</sup> Floor) multi-line showrooms for designer/couture lines (including Showroom Seven Internationals &amp; Michael Atchinson)</p>
11:00-11:20	<p><b>Barneys Co-op</b>  Broadway at 75<sup>th</sup> Street</p> <p>Barneys New York conceived the new Co-op in part as a prototype for stores in other cities, like Atlanta and Chicago. This Co-op store, the first in Manhattan, opened two years ago.</p>
11:30-11:40	<p><b>Olive &amp; Bette's</b>  252 Columbus Ave. (71<sup>st</sup> - 72<sup>nd</sup> Sts.)</p> <p>Theirs is an item-driven business, and customers are those moms walking around pushing strollers. Their 4 Manhattan stores are located on the Upper West Side (252 Columbus Ave.), Upper East Side (1070 Madison Ave.), SoHo (158 Spring St.), and Greenwich Village (384 Bleeker St.)</p>

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Time	Item
11:50- 12:05	<p>Monmartre Time Warner Center 10 Columbus Cir,</p> <p>Monmartre has four Manhattan stores, but the largest is in Time Warner Center (also at 2212 Broadway, 1157 Madison Ave. and 247 Columbus Ave.)</p>
12:05- 12:35	Lunch at the Whole Foods Market cafeteria located in Time Warner Center.
	After lunch, participants will undertake visits to multi-line women's apparel stores Downtown (in the East Village, Lower East Side and Nolita) neighborhoods to get a feel for what labels/brands are currently carried and the merchandise price points.
12:50- 13:05	<p>Purdy Girl 540 LaGuardia Place</p> <p>Purdy Girl is owned by the Purdy sisters who have two other Purdy Girl stores in Manhattan, at 220 Thompson St. and at 464 Columbus Ave.</p>
13:15- 13:35	<p>Atrium 644 Broadway at Bleecker St.</p> <p>Atrium has marketed itself mostly on its wide selection of jeans. They carry all the latest names, in styles from flared, tapered, and sandblasted to dark washed, distressed, and bedazzled.</p>
13:40- 15:10	Program of additional store visits in Nolita (North of Little Italy) such as: A Détacher, Bio, C. Ronson, Girl Cat, Jenne Maag, Henry Lehr, Maverick, Mayle, and Poppy.
15:15- 16:45	Program of additional store visits on the Lower East Side, such as: MIKS, Vlada, Shop, Foley + Corinna, TG-170, Missbehave, Giselle, and Arkivestry
16:45- 17:45	Informal discussions and debriefing at a Lower East Side location.



<p><i>Mission:</i>  <b>ExportUSA Survey of the NYC Market for Women's Wear, 18-20 September 2006, New York</b></p>	<p><i>Mission :</i>  <b>Export États-Unis: Exploration de la mode féminine dans le marché new yorkais, le 18-20 septembre 2006 à New York.</b></p>
<p>To confirm your participation please complete and return the signed copy of the <i>Conditions of Participation</i> and the completed <i>Registration Form</i>.</p> <p><b>The deadline is 11 September 2006.</b></p>	<p>Pour confirmer votre participation, veuillez remplir et nous retourner les <i>Conditions de participation</i> signées et le <i>Formulaire d'inscription</i> complété.</p> <p><b>La date limite est le 11 septembre 2006.</b></p>

<p><b>Conditions of Participation</b></p>	<p><b>Conditions de participation</b></p>
<p>The company representative below mentioned, upon the signing of this agreement, releases Her Majesty the Queen in Right of Canada, the Minister, Her employees, agents and servants from all liability and does hereby waive as against them, all recourse, claims, causes of action of any kind whatsoever in respect to all personal injuries or property losses which he or she might suffer arising out of or connected to the Canadian Consulate (New York) <i>Mission</i> in New York, NY notwithstanding that such injuries or property losses may have been caused solely or in part by Her Majesty the Queen in Right of Canada, the Minister, Her employees, agents or servants.</p>	<p>En signant le présent accord, le représentant de l'entreprise dont le nom figure ci-dessous dégage Sa Majesté la Reine du chef du Canada, le ministre, ses employés, agents et fonctionnaires de toute responsabilité et renonce par la présente à tout recours, revendication et action judiciaire de quelque nature que ce soit eu égard à tous les préjudices corporels ou matériels qu'il ou qu'elle pourrait subir dans le cadre du programme et des activités de la mission organisée par le consulat du Canada (à New York) concernant le <i>mission</i> ou liées à celle-ci, nonobstant le fait que lesdits préjudices corporels ou matériels puissent avoir été causés en tout ou en partie par Sa Majesté la Reine du chef du Canada, par le ministre, par ses employés, agents ou fonctionnaires.</p>
<p>_____</p> <p>Participant #1 / Participant(e) #1</p>	<p>_____</p> <p>Participant #2 / Participant(e) #2</p>

<b>Fax to/à: John McCabe @ 212-596-1793</b>		<b><i>Both sides, please! / Les deux côtés, svp!</i></b>	
<b>Registration Form</b>		<b>Formulaire d'inscription</b>	
Company Name as listed in the VTC / Nom de la société comme noté dans DCV			
Participant #1 Name & Title / Nom et titre du représentant de la société #1		Participant #2 Name & Title / Nom et titre du représentant de la société #2	
Address / Adresse			
Telephone / téléphone	Fax / télécopieur	Email / courriel	URL
Current activities in the US and in the New York market in particular. Activités de la société aux États-Unis, et dans le marché de la région de New York en particulier.			
Company products: Please attach a short list with brief descriptions. Aperçu de la société et de ses produits : veuillez fournir une description d'une page, en anglais ou en français.			
<p>This is to authorise the Department of Foreign Affairs &amp; International Trade to charge my/ my company's credit card for One Hundred Dollars (CAD100.00) to pay the <b>non-refundable</b> participation fee for this <b>ExportUSA Survey of the NYC Market for Women's Wear</b>.</p> <p>I understand that this payment is non-refundable.</p> <p>Signature _____ Date _____</p> <p>_____ Name (please print name of signator)</p>		<p>Par la présente, j'autorise le Ministère des affaires étrangères et du commerce international à créditer mon compte (ou celui de ma compagnie) pour le montant de cent dollar canadien (100\$CAN) pour couvrir les frais de participation à l'activité <b>Export États-Unis: Exploration de la mode féminine dans le marché new yorkais</b></p> <p>Je comprends que ce paiement est non-remboursable.</p> <p>Signature _____ Date _____</p> <p>_____ Nom (SVP, veuillez écrire nom du signataire en lettres moulées)</p>	
<b>Credit Card Information / Information Carte de crédit</b>			
Circle one only:    Visa    Master Card			
Card Number/Numéro de carte: _____ / _____ / _____ / _____			
Expiration Date/Date d'expiration: ____ / ____ (month - mois / year - année)			
Amount/Montant: CAD \$100.00			