

Press Release Final Report – January 2007

Atlanta Apparel Exhibition at Cobb

Cobb Galleria Centre—Atlanta, Georgia



- The New Year brings heavy traffic to first men's show of 2007
- Bottoms showed slimmer silhouettes, color was key, all over prints were everywhere
- New and returning lines: True Love and False Idols, Five Pointz, Riddim Driven, Rocawear Men's, Accessories and Children's, Reebok, Gino Green Global, Inkslingers, CEO, Marithe Francois Girbaud, Coogi, Live Mechanics, Ricco Tizio, A. Tiziano, Indigo Red, Azzure, 310 Motoring, Applebottoms, Notorious B.I.G., Crown Holder, Stacy Adams, Tayion Collection, Paco, Dickies, Southpole, Kangol, Beyonce's House of Dereon, Songs of Freedom, Poverty's Thread, Rio Sportswear, Miskeen, Assante, Smash, Marina Imports, Juliani, and more

Atlanta, GA (January 2007) "The Right Show in the Right Place at the Right Time"

The morning of January 7 looked like a replay of New Year's Eve as a wave of retailers surged through the doors of the Atlanta Apparel Exhibition, the first men's apparel show to kick off 2007. The registration counters were jammed with a sea of buyers in a rush to get badges and directories to see the "who's who" of the industry. Everyone was ready to kick-start the New Year with the right mix of products found only at AAE, the southeast's most comprehensive men's show.

Color was the dominant trend with fresh greens and cool tangerines surfacing from dress to streetwear. Knit shirts, all over prints, the continuing hoody craze, plaids, and slimmer profiles on bottoms stood out from vendor displays. Buyers were watching their open to buy with a bottoms-driven marketing approach. Stacy Adams and Tayion Collection were jammed with dresswear buyers placing last minute orders and fill-ins for Easter, seeking exciting fabrications and new clothing silhouettes.

"It's tough to say what the trend is now but color is the primary thing that is driving our business", states Bob Cournoyer of Shelmar. "We have 45 stores with another 15 to open in 2007 so AAE, with its massive collection of exhibitors, is a must for us to see the top trends and selections." That need for a far ranging line-up is what motivates AAE's exhibitors to bring in their newest collections in streetwear, dresswear, casualwear, sportswear, juniors, shoes, and accessories in a variety of price points and fashion.

Guy Hollcroft of Rocawear had buyers two rows deep the entire two days. "Wow, what a great show I had. I underestimated how swamped I would be and need more space for the next show!" Vanessa Vickers of A.Tiziano had strong business at the show and predicted that sweaters would be big for fall with color again a major focus. True Love and False Idols was a hit in Velocity with the line's unusual print and color story.

For more information on upcoming events, please visit www.aaeshow.com. The next event will be March 18-19, 2007 at the Cobb Galleria Centre. **For exhibitor sales, sponsorships and other marketing information**, contact Deborah Green, Marketing Manager, at 770-444-3845 or email, deborahgreen1@earthlink.net. For existing exhibitors' contracts and retailer information, contact Carolyn Rey, Show Manager, 770-982-4682, creyaaeg@comcast.net