

BGA/Trade Fair & Events/2023/57

14 March 2023

**To All Members of BGMEA**

**Subject: Participation in “Source Fashion Trade Show” to be held during 16-18 July 2023 in London.**

Dear Sir,

We have the pleasure to inform you that Source Fashion Trade Show to be held from 16-18 July 2023 in Olympia London Hammersmith Road, London W14 8UX. Source Fashion is the UK's No.1 international sourcing b2b fashion exhibition and global leader in RMG. Source Fashion is the gateway to European retail, bringing together the entire fashion supply chain under one roof in one of the world's fashion capitals - London. Buyers can source from 9 different sectors including Garment Manufacturers, Yarns, Fabrics, Design Services, Sportswear, Footwear, Handbags, Packaging, Accessories, Trims and Fixtures, Technology and Services. For exhibitors, it delivers a cost-effective and convenient way to be discovered by the UK's leading retailers who are all looking to source newness. While the event is being held in London, Source Fashion is your opportunity to reach a global audience. Key buyers and sourcing directors from across the globe will be in attendance - all actively looking to establish new relationships and purchase from new suppliers in a sustainable way. Interested participants are requested to contact directly to the organizer. The detail information of the fair is mentioned below:

**Details of the Fair**

**Name of the Exhibition** : Source Fashion Trade Show  
**Dates** : 16-18 July 2023  
**Venue** : Olympia London Hammersmith Road, London W14 8UX  
**Exhibition package** : Total space of 225sqm - 25 manufacturers with 9sqm full shell scheme stand built for each company (£608 per sqm) • 25 outfits to showcase in all 8 Source Fashion Catwalks over the 3 show days. They will provide the models and the shoes, BGMEA members provide the samples of clothing used for the outfits. Exhibition Package Total Investment: £158,050

To exhibit directly contact with:

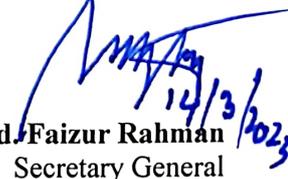
**Mr. Sadik R. Khan, President & CEO**  
**SARK T & M INTL**  
**T: +88 01711526503, +88 01940404019**  
**E: srkhan@sarkintl.com, sarkintl@gmail.com W: www.source-fashion.com**

**BGMEA will provide necessary assistance. For any query, please contact:**  
**Md. Shahriar Rahman, Deputy Secretary, BGMEA, Mobile: +88 01671-429218**  
**Md. Fakhru Islam, Senior Executive, BGMEA, Mobile: +88 01676-027436**

Enclosed:

- Event Brochure

Thanking you,

  
**Md. Faizur Rahman**  
Secretary General

**BANGLADESH GARMENT MANUFACTURERS & EXPORTERS ASSOCIATION (BGMEA)**

বাংলাদেশ পোশাক প্রস্তুতকারক ও রপ্তানীকারক সমিতি

— বাংলাদেশ তৈরি —



# Introducing Hyve's UK Retail & Sourcing Shows

Pietro Lessi  
Key Account Director - Sourcing  
[Pietro.lessi@hyve.group](mailto:Pietro.lessi@hyve.group)



Hyve

# An Introduction to Hyve Group plc

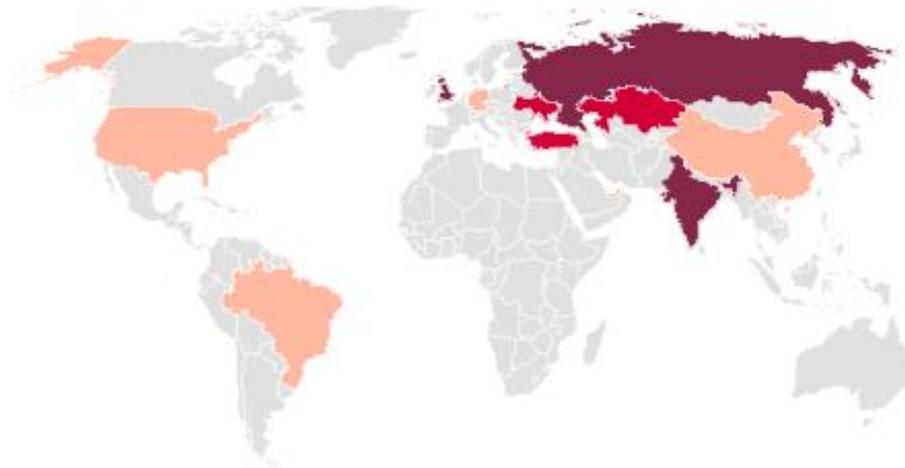
Hyve

# We are Hyve

We are a next generation global events business creating unmissable events, where customers from all corners of the globe share extraordinary moments and shape industry innovation.

Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers.

Where business is personal, where meetings move markets and where today's leaders inspire tomorrow's.



500+  
India  
UK

50 - 100  
Kazakhstan  
Turkey  
Ukraine

1 - 50  
Brazil  
China  
Germany  
UAE  
USA

## Significant acquisitions



### Shoptalk

- 8,000+ attendees
- Becomes our #1 event by revenue
- +50 attendee NPS



### Grocery shop

- 2,200+ attendees
- Becomes one of our Top 10 events by revenue
- +42 attendee NPS

## Our Top 10 events



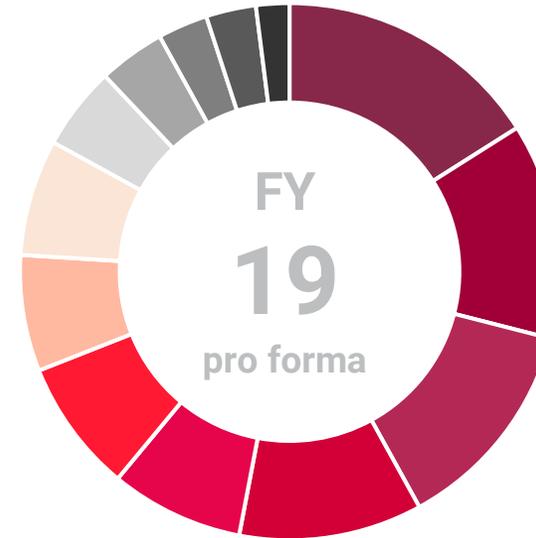
SPRINGFAIR



AUTUMNFAIR



## FY19 pro forma revenue\* by sector



■ Retail	16%
■ E-Commerce	13%
■ Food & Packaging	13%
■ Build & Interiors	11%
■ Education	8%
■ Fashion	8%
■ Manufacturing Industrial Technology	7%
■ Transport & Logistics	7%
■ Other	5%
■ Travel & Tourism	4%
■ Advanced Technologies	3%
■ Beauty & Healthcare	3%
■ Energy	2%

\* Based on pro forma FY19 revenue by region after including Shoptalk and Groceryshop (acquired December 2019) plus disposals and cancellations



### Talk to us

**LinkedIn:** Hyve Group plc

**Instagram:** @hyve\_group

**Twitter:** @hyve\_group

**Facebook:** HyveEvents

**YouTube:** Hyve Group plc

# Retail & Fashion Portfolio Overview

SPRINGFAIR

pure  
LONDON

glee

AUTUMNFAIR

MODA

Source  
GARDEN

Source  
HOME & GIFT

Source  
FASHION



# Hyve Retail & Fashion Portfolio Overview

**SPRINGFAIR** **Spring & Autumn Fair** are the UK's No.1 home and gift shows for the retail industry, bringing together 70,000 visitors and 3,000 exhibitors each year.

**AUTUMNFAIR**

**Source**  
HOME & GIFT

The only international sourcing platform of its kind in the UK, Source Home & Gift unites only the best manufacturers from key sourcing regions around the world with key retailers, brands, contractors and interior designers who are looking to find new suppliers or explore private label opportunities.

**pure**  
LONDON

The UK's leading fashion trade show for womenswear, jewellery and accessories brands.

**Source**  
FASHION

Uniting manufacturers from key sourcing regions around the world with high-profile retailers, brands, and designers who are looking to responsibly and sustainably source new products.

**glee**

**Glee** is the UK's most valuable garden and outdoor living trade show, showcasing the freshest brands, amazing new products and inspiring garden retail insights



# Source

## FASHION



**Source Fashion is the platform that can bring a range to life, responsibly and with transparency to meet the demand for sustainable ranges consumer's desire.**

# Source Fashion Building Europe's leading Responsible Sourcing Show

Co-located with Pure London, Source Fashion unites manufacturers and suppliers with buyers and designers in London's busiest fashion trade hub.

It is a cost effective and convenient way for exhibitors to discover and be discovered by key buyers and sourcing directors, whilst extending their reach in the UK market.

Encompassing everything from manufacturing and packing solutions, raw materials and fabric printing Source Fashion brings each and every element of the fashion industry under one central London roof.



## The Gateway to UK retail

**Source**  
FASHION

# Show sectors

At Source Fashion buyers can source from 9 sectors and hundreds of manufacturers. They visit these sectors to find inspiration and responsibly source for their next collection and best-selling ranges.

## Sectors:

- > Garment Manufacturers
- > Yarns
- > Fabrics
- > Design and Services
- > Sportswear
- > Packaging
- > Accessories
- > Trims and Fixtures
- > Technology and Services

# Visitor Attendance

**4,768** people attended Source Fashion in February 2023 over the three days of the event.

This is 88% higher than the total footfall on the previous edition of Source Fashion in July 2022 – 2,540.



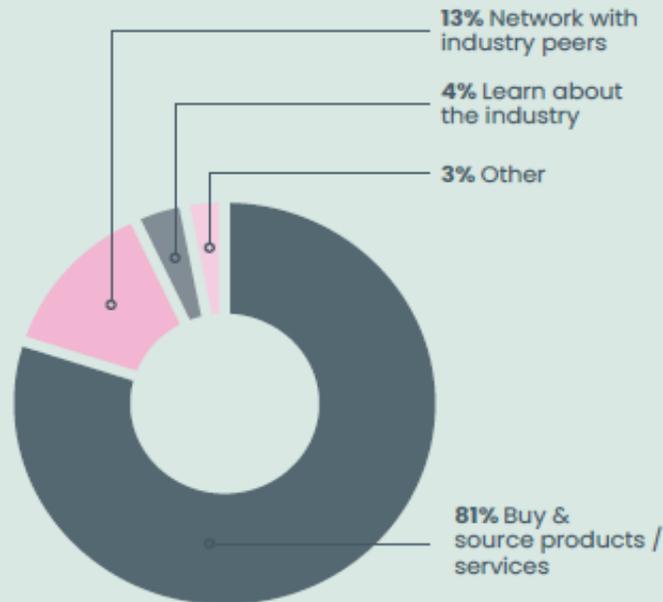
**4,768**

# Who will you reach & why do they come?

## Who will you reach?

Source Fashion unites manufacturers and raw material providers to brands, buyers and designers who are looking to create something new. This is the show where people come to do business.

Visitor insights from Pure Origin 2022



### Audience Breakdown



% of attendees had sole or joint purchasing responsibility



% of visitors had a top tier job title (Business owner/Senior Manager/Head of Department)



% have a budget responsibility of at least £500k per year



% have a purchasing power of over £1m per year



% of visitors were new to the show

# Visitors – High Profile Conversions

Some of the high-profile conversions for people that visited Source Fashion include:

## Accessorize

Senior Buyer | Sustainability & Ethical Manager

## Astrid & Miyu

Sustainability Consultant

## ASOS

Director | Sourcing Administrator x 3 | Sourcing Assistant | Buyer

## Amazon

Brand Specialist

## AllSaints

ESG Sustainability Assistant

## Bella Freud

Design & Product Manager | Production Assistant

## FILA

Head of Sourcing | Senior Product Developer x 2 | Sourcing & Product Development Manager | Junior Garment Technologist

## Fred Perry

Head of Quality & Sustainability | Senior Technologist

## Harrods

Quality Assurance Advisor x 2 | Assistant Buyer x 2 | Design Assistant

## Jaguar Land Rover

Senior Global Strategic Buyer | Senior Creative Apparel Designer



JOHN LEWIS  
& PARTNERS



SELFRIDGES & CO



URBAN  
OUTFITTERS

LULU GUINNESS  
LONDON



PERRY ELLIS



WOOL  
AND THE  
GANG



# Visitors – High Profile Conversions

Some of the high-profile conversions for people that visited Source Fashion include:

## John Lewis

Category Sourcing Manager | Fashion Sourcing Manager

## JD Sports

Sourcing Assistant

## Lulu Guinness

Product Development Manager | Product Developer

## Monsoon

Head of Buying | Sustainability & Ethical Manager

## Matalan

Designer | Junior Buyer

## Perry Ellis

Sourcing Manager | Sourcing Administrator

## Sainsburys

Fabric Manager | Fabric Technologist | Regional Merchandiser

## Selfridges

Visual Merchandiser

## Stitch Fix

Design Manager | Head of Buying | Garment Technologist | Technical Manager |  
Technical Designer | Buyer x 3

## Ted Baker

Sourcing Assistant x 2 | Product Manager



JOHN LEWIS  
& PARTNERS



SELFRIDGES & CO



URBAN  
OUTFITTERS

LULU GUINNESS  
LONDON



BELLA FREUD

PERRY ELLIS



WOOL  
AND THE  
GANG

Accessorize

# Visitors – High Profile Conversions

Some of the high-profile conversions for people that visited Source Fashion include:

## The Very Group

Sustainability Technologist | Sustainability Assistant

## Tesco

Buying Admin Assistant

## Urban Outfitters

Sourcing Assistant

## Wool & The Gang

Supply Chain Executive



Harrods

JOHN LEWIS  
& PARTNERS



SELFRIDGES & CO

FILA

URBAN  
OUTFITTERS

LULU GUINNESS  
LONDON

TESCO



BELLA FREUD

PERRY ELLIS

Sainsbury's

WOOL  
AND THE  
GANG

Accessorize

Source Fashion: 16-18 July 2023: <https://www.source-fashion.com/>



# Source FASHION

From field to fashion, responsibly sourced  
16-18 JULY 2023 | OLYMPIA LONDON  
[www.source-fashion.com](http://www.source-fashion.com)



# Source Fashion Catwalk





# Proposal for Source Fashion – BGMEA

## Source Fashion, 16-18 July 2023

### exhibition package:

- Total space of 225sqm - 25 manufacturers with 9sqm full shell scheme stand built for each company (£608 per sqm)
- 25 outfits to showcase in all 8 Source Fashion Catwalks over the 3 show days. We provide the models and the shoes, BGMEA members provide the samples of clothing used for the outfits.

**Exhibition Package Total Investment: £158,050**

Please see on the right picture the visual of a standard 9sqm full shell scheme stand included in the cost, fully equipped with name board, 3 rails, 3 spotlights, 2 chairs and 1 table).

