

The logo for Interfilière PARIS, featuring the word 'Interfilière' in a large, black, sans-serif font above the word 'PARIS' in a smaller, white, sans-serif font, all set against a dark grey background.The logo for mode CITY, featuring the word 'mode' in a large, black, sans-serif font above the word 'CITY' in a smaller, black, sans-serif font, all set against a dark grey background.

**PRESS RELEASE**  
*Paris, 10 June, 2010*

## **IN 2011 MODE CITY AND INTERFILIÈRE WILL BEGIN A NEW ERA**

For almost 50 years, **EUROVET**, the world's leading organizer of lingerie and beachwear trade fairs, has had the mission of serving the international industry. The first fairs were in Paris, the world's fashion capital, next came Shanghai in 2005, Hong Kong in 2007, and in New York and Las Vegas in 2008 through a partnership with CurveExpo.

For years Mode City and Interfilière have served the swimwear, summer lingerie and wellbeing markets as the only meeting place for all the major brands and international weavers and manufacturers. These industry players know and trust the trade fairs, which are important strategic development platforms.

Following the move from Lyon to Paris in 2008, Mode City and Interfilière once again create excitement in 2011. To respond to the market's needs and evolution, Eurovet is changing the trade fair dates to now launch the sector's season.

**Saturday 9 - Sunday 10 - Monday 11, July 2011**  
**A NEW ENERGY FOR A NEW ERA!**

By positioning the fair at the beginning of the season, Interfilière and Mode City affirm their rightful place as international trade fair leaders, business accelerators and initiators of global trends.

This change will also meet the needs of the exhibitors who for several years have suggested this shift.

- For the Interfilière weavers it is essential to be next to a major trade fair for finished products that brings together all their important clients, and this will now be the case with the July date. For more than five years, materials exhibitors have requested an earlier date for the trade fair.

- For the Mode City brands, the key dates of 9, 10 and 11 July were carefully chosen by the industry itself to better correspond to the different buying calendars around the world and to take into consideration sectors, distribution networks and countries. Organized around the presentation of the collections, right after Bread & Butter, Berlin, this time is ideal for northern countries and the global community in general. The dates are before 14 July, after the first weekend of sales for the southern European countries, and right before the beach season is in full swing.

With this change in July 2011, Mode City and Interfilière begin a new phase in their history and will celebrate the event against a fabulous backdrop and with a schedule of original activities and events in the Parc des Expositions and in Paris.

### **“Cruise by Mode City” is the Place to be in September**

Not only will the lingerie and beachwear trade fair move to July, but Mode City will also maintain a place in the Paris September 2011 trade fairs. **Cruise by Mode City** will meet the needs of the “trendy” brands who wish to reach the ready-to-wear distribution networks at the Porte de Versailles, as well as their specific lingerie and beachwear distribution contacts.

### **“A Complete Plan to Facilitate the Change”**

Thanks to a complete plan, Eurovet will put into action a new dynamic with even better performing trade fairs to satisfy business’ needs and tomorrow’s economic challenges.

Aware that such a decision implies changes in the practices of the global market, Eurovet announced this transition as early as possible – more than a year ahead of time, to allow each participant to get organized as easily as possible.

Everything has already been set up to facilitate this changeover throughout the coming year.

Beginning next week, Eurovet teams will be in several European cities to meet manufacturers, agents and distributors to share ideas about this new phase for their international trade fair calendars.

We will be delighted to meet with you in these cities on the dates listed below:

- ➔ 21-23 June, 2010 – Milan
- ➔ 22-24 June, 2010 – São Paulo – Rio de Janeiro
- ➔ 29 June, 2010 – Barcelona
- ➔ 7-8 July, 2010 – Berlin
- ➔ 15-16 July, 2010 – London
- ➔ 17 July, 2010 – Florence
- ➔ 1-3 August, 2010 – New York

..... and at our upcoming international press conference at the Mode City and Interfilière trade fairs in September 2010, on Saturday 4 September at 12h30 in the Pavillon 4 meeting room, where you’ll get more information on details about the 2011 plan.

**YOUR UPCOMING  
LINGERIE AND BEACHWEAR  
RENDEZVOUS IN PARIS**

**Mode City**

**4 - 5 - 6 September, 2010**  
*Paris Expo - Porte de Versailles*

**Interfilière**

**4 - 5 - 6 September 2010**  
*Paris Expo - Porte de Versailles*

**Salon International de la Lingerie**

**22-23-24 January, 2011**  
*Paris Expo - Porte de Versailles*

**Interfilière**

**22-23-24 January, 2011**  
*Paris Expo - Porte de Versailles*

**Mode City**

**9 - 10 - 11 July, 2011**  
*Paris Expo - Porte de Versailles*

**Interfilière**

**9 - 10 - 11 July, 2011**  
*Paris Expo - Porte de Versailles*

**Cruise by Mode City**

**3 - 4 - 5 September, 2011**  
*Paris Expo - Porte de Versailles*  
*Reach ready-to-wear distribution during the fashion trade shows*

**TRADE FAIRS AROUND THE WORLD FOR  
THE SUMMER LINGERIE AND BEACHWEAR INDUSTRIES**

**NEW YORK**

**Curve: 1-2-3 August, 2010**

**SHANGHAI**

**Shanghai Mode Lingerie: 19-20 October, 2010**

**HONG KONG**

**Hong Kong Mode Lingerie: 30-31 March, 2011**

**LAS VEGAS**

**Curve: 16-17-18 August, 2011**

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