

# PREVIEW

FABRICS & ACCESSORIES

STOCKHOLM  
FASHION  
DISTRICT

FOUNDED BY

ASSOCIATION OF

TRADE  
PARTNERS

SWEDEN

SFD

## Benefits

- Effective meetings with your customers.
- An overview of the coming season.
- Inspiration, new knowledge and service for you and your customers.
- Opportunities for networking and making new contacts.
- Exchange of experiences with colleagues in the industry.
- Seminars and workshops under the roof for Fashion Business Academy in topics that the customer has identified as important.
- Marketing opportunities via Stockholm Fashion District's channels, such as newsletters, social media and website.
- Accessibility with three parking garages, hotel, boats to the city and frequent bus services

## WELCOME TO THE 42:ND EDITION OF PREVIEW FABRICS & ACCESSORIES!

Preview Fabrics & Accessories is a Scandinavian textile fair with international factories, manufacturers and weavers. For many designers, the new season begins as much here as at the sketch table. The platform contain a great deal of knowledge from the experts in textile materials and accessories who participate. Here, the new collections are presented in an accessible way before the international fairs.

Preview Fabrics & Accessories is organized at Stockholm Fashion District, a cluster and community for the fashion industry in Sweden and internationally. Here you'll find daily activities in showroom's filled with Swedish and international brands. Stockholm Fashion District also organizes business oriented activities and events for actors in e-commerce and retail, as well as hold forums to discuss current industry issues and offer further development through seminars.

Welcome to Preview Fabrics & Accessories.

# YOUR STAND

## Dates & opening hours

1-2<sup>nd</sup> of September, 2021  
Wednesday 09.00-18.00  
Thursday 09.00-16.00

## Address

Nacka strand, part of  
Stockholm Fashion District,  
[www.stockholmfashiondistrict.se](http://www.stockholmfashiondistrict.se)

## How we build

We offer a personal or shared meeting room or stand area. We work for an open and inviting environment. Our goal is to meet your wishes to the greatest extent possible, but we urge you to carefully read the stand confirmation and study the drawing that you receive with the confirmation to ensure that you understand your location.

## What's included

- electrical connector
- one meeting table and four chairs

Extra tables with the measurement 150x70 cm is included according to the distribution below:

12 m<sup>2</sup>: 1 extra table and 2 chairs

18 m<sup>2</sup>: 3 extra table and 6 chairs

24 m<sup>2</sup> and above: 4 extra table and 8 chairs

It is your responsibility to notify the organizer what you do not want. You are welcome to bring your own decor, but must inform us of this in advance so that we can plan for your participation and for you to avoid additional costs.

## Lighting

You may bring your own extra lighting or order from ExpoService, [Exposervice.nu](http://Exposervice.nu).  
Welcome to contact:  
Peter Alexandersson, +46 73 367 71 44,  
[peter@exposervice.nu](mailto:peter@exposervice.nu).

## Material library and digital showroom

To facilitate the customer, we categorize by type of product and sustainability category on [Stockholmfashiondistrict.se](http://Stockholmfashiondistrict.se).

You specify categories at your digital showroom. The categories are developed in consultation with our exhibitors and according to the wishes of your customers.

## Costs

SEK 900/m<sup>2</sup> for the stand area (min. 9 m<sup>2</sup>).  
Members of Association of Trade Partners Sweden, SEK 600/m<sup>2</sup>.

## Marketing of your participation

We offer several opportunities for your brand to stick out, whether it is to give a little extra light to some of your news, to tell us about a great achievement or to show off a fantastic collection! Read more in our Media kit and book when you book your stand.



Association of Trade Partners Sweden is a modern international business network that deals with trade in the most serious way. Our members include agents, distributors, importers or suppliers that operate in a number of industries. For example, fashion, furniture & interior design, food & beverage as well as the industry. Trade Partners Sweden is the founder of and operates Stockholm Fashion District for the fashion industry in Sweden. Welcome to Association of Trade Partners Sweden.

[Tradepartnerssweden.se](http://Tradepartnerssweden.se)



EXAMPLE

Varumärke  
**HOLEBROOK SWEDEN**

♡ LÄGG TILL SOM FAVORIT

# HOLEBROOK SWEDEN

The heart of Holebrook is knitted. If we were to put our Swedish modesty on hold for just a second, we'd say that few brands know their knits as well as we do. Take a closer look at any Holebrook garment, and you will find knits of enduring quality, true craftsmanship and even innovative use.

It's hard to make a good thing last, they say — but we have found our own ways to give our clothes an enduring quality. It's based on a down-to-earth sustainability ambition, which begins with wool, cotton, mohair, and alpaca. Those are all natural materials that do not need washing as often, thus prolonging the life of the garments and reducing their impact on the environment.

All Holebrook clothes are manufactured in Europe. They are made to last, and they are the opposite of fast. Thanks to decades-long personal relationships, each one of our suppliers shares our commitment to quality and sustainability.

### HÅLLBARHETSMÅL



# DIGITAL SHOWROOMS

Digitization is happening fast and as a brand, it is important to keep up with the development and be present where your customers are.

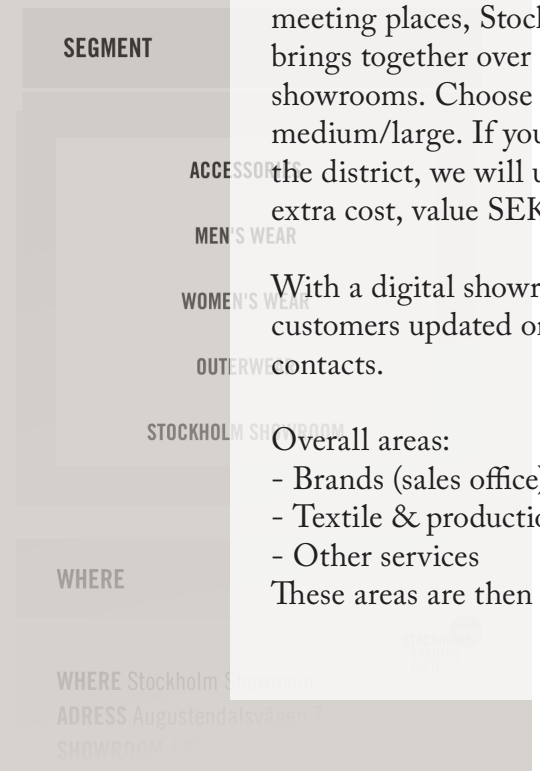
As a complement to physical showrooms and meeting places, Stockholmshoweroom.se brings together over 600 brands in digital showrooms. Choose between the packages small/medium/large. If you have a physical location in the district, we will upgrade you to medium at no extra cost, value SEK 10,200.

With a digital showroom, you can easily keep customers updated on news and make new contacts.

Overall areas:

- Brands (sales office)
- Textile & production
- Other services

These areas are then broken down into segments.



# WHAT HAPPENS AFTER YOU SIGN UP?

## When you sign up

- Deadline for applications is on the 31<sup>st</sup> of May, 2021.
- Plan for which marketing opportunities you wish to take part in at Stockholm Fashion District.

## June

- Update your digital showroom and make sure to carefully specify categories for each product/factory you're bringing.
- You will get a "Save the date" invitation. Remember to pass it on to your customers.
- Notify us of your most important customers and we will help keep the updated on the event.

## Before summer holidays

- It's time to book meetings with your customers and make sure they will visit you at Preview Fabrics & Accessories. Use the link to the digital registration page where the opening hours, program and other important information can be found and feel free to encourage the customer to visit your digital showroom!
- We will send you your stand placement and exhibitor information. This e-mail is very important and we ask that you carefully read through the information.
- Stand rent will be invoiced.

## It's getting close...

- Make sure that your customers have received the invitation, opening hours and information on any seminars or other happenings.
- The invoice must be paid in full before moving into your stand space.
- We are super excited to see you and meet your customers during Preview Fabrics & Accessories at Stockholm Fashion District!

## CONTACT

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