

9th
EDITION

INTERNATIONAL
APPAREL &
TEXTILE FAIR



FASHION-FABRICS, GARMENTS, ACCESSORIES, HOME TEXTILES & MORE

UAE'S
EXCLUSIVE
SOURCING
FAIR

.....

AUTUMN /WINTER - 2019

.....

November - 2018

12 | 13 | 14

DUBAI WORLD TRADE CENTRE

FASHION | FABRIC | APPAREL | ACCESSORIES | MACHINERIES | HOME & MORE!

About Us



INTERNATIONAL APPAREL & TEXTILE FAIR IS UAE'S PREMIER PLATFORM FOR FASHION FABRICS & CLOTHING ACCESSORIES .

International Apparel & Textile Fair, Dubai will be showcasing Spring/Summer 2019 pre-collections. With over 200 exhibitors, the Fair aims to expand with each event becoming a major influence in the UAE fashion scene. The fair will attract a wide range of textile mills accessories/trim suppliers, and large print designers. Exhibitors are mainly from Europe, India & China, Uzbekistan including companies from the UK, Italy, France, Spain and Portugal as well as some high-end manufacturers from Turkey and Egypt.

IATF will provide manufacturers and their agents with the opportunity to showcase their products to the most influential buyers and designers on the UAE fashion scene. Principally a “Trade Only” event, provides a professional and conducive atmosphere to business and networking. In response to the need of a dedicated trade exhibition in Dubai - U.A.E, the show has been designed for a quality event for the fashion fabrics business in the UAE.



9th EDITION

IATF has
Evolved as a leading brand

An ideal platform

FOR THE WHOSE-WHO OF THE
FASHION INDUSTRY

The majority of exhibitors at IATF will be manufacturers and their agents who specialize in Apparels, Textiles & Accessories for the high street clothing, designer wear, fashion fabric, industrial clothing, home textile and various segments of the industry. IATF is an ideal platform for the whose-who of the fashion industry across the world.



MEET
INDUSTRY
EXPERTS



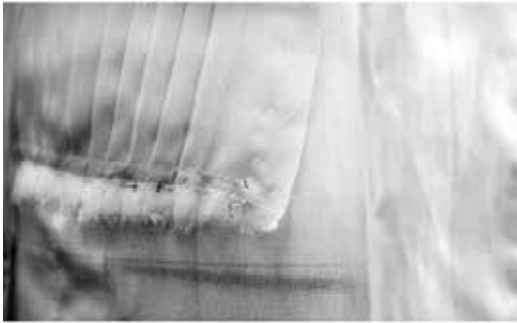
Meet numerous skilled and high profile industry experts from the Fashion industry in the region.



TEXTILE
EXPORTS



UAE ranks at the 3rd largest country in terms of textile exports and is among the largest sector of the Middle East.



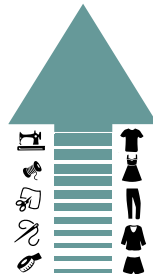
LEADING
BUYING
HOUSES



Network and participate with the leading buying houses all under one roof.



UPCOMING
TRENDS



IATF is also an Annual forum where in speakers from all around the world highlight upcoming trends through workshops, panel discussions and seminars.



Being the 9th edition, IATF has evolved as a leading brand for buyers in the MENA region to source the best textile, fabric, accessories and print from international mills.



Exhibitors

PROFILE

IATF garners attention from the most sought after names in the industry with exhibitors pouring in from fashion centered cities in addition to manufacturing regional hubs.

Apparel Textiles

- Hosiery clothing
- Coats and Jackets
- Royal Attires
- Shawls & Wraps
- Intimate (Lingerie) Clothing
- Readymade Garment
- Knitted Garments



Home Textiles

- Bed sheets
- Towels
- Blankets
- Bath and bed linen
- Curtains & Carpets



Textile & Print Machinery



Fashion Designers & Institutes



Textile Prints & Design Studios

Fabrics for Fashion

- Organic Clothing
- Fabrics and materials
- Fur Clothing
- Shirting's
- Woolen/Fur Clothing
- Leather Clothing
- Silk



Textile Accessories & Trimmings

- Laces | Buttons
- Embroidery
- Labels, Badges & Handtags



Testimonies

“ **JONATHAN BERNSTEIN**



We are delighted with the organization of IATF and plan to show up next year as well. Wishing all the success to IATF.

**Managing Director, Bernstein & Banleys Ltd
The Lining Company UK**

”

“ **YASER AL BEER**



“This is the second time we are participating and we are very happy towards it. Been busy the entire duration of the show, to meet new clients.”

Yaser and Mayasa, UAE

”

“ **JEFFERY**



“It is our first time in Dubai, and its been very successful. Being denim manufacturers, we received a very keen interest from MENA market, I will be here again in April to exhibit in this sourcing fair.”

Zhejiang Jiegao Textiles, China

”

“ **HIKMET TANRIVEDI**



“We are from IHKIB, bringing our lingerie cluster to Dubai. The companies are happy and satisfied as they met leading big buyers. We are planning to come back with all readywear groups making a big show. we think Dubai is for us, it makes us reach all Middle East and African customers.”

”

IHKIB, Turkey





Visitors

PROFILE

GARMENT MANUFACTURERS | TRADING COMPANIES | IMPORT & EXPORT CORPORATIONS
WHOLESALE / DISTRIBUTORS | AGENTS & PRESS | DEPARTMENT STORES
RETAILER / CHAINSTORES | BUYING OFFICERS | FIBRE PRODUCERS / SPINNERS / WEAVERS
ASSOCIATION OR ORGANIZATION | HOME TEXTILES RELATED | FASHION AND INTERIOR DESIGNERS
ONLINE STORES / E - COMMERCE | ACADEMIC / RESEARCH & DEVELOPMENT / TEXTILE INSTITUTES

SOME OF IATF'S ESTEEMED BUYERS



Marketing

CAMPAIGN

We invest in a highly targeted comprehensive promotional campaign that includes the following :

1

1. Press Advertising :

Highly targeted advertisements are placed in mainstream newspapers leading up to and during the event, to reach out to a wide audience across the Middle East, India, Africa, etc.

2

2. Electronic Mailers :

Our email campaign includes an initial block your date/registration drive, regular show updates, registration reminders, live show updates and highlights/ features to our extensive database which is managed and updated regularly.

3

3. SMS Campaigns :

Short and to-the-point SMS messages are sent out regular intervals three to four months prior to the show.

4

4. Industry Magazine :

Continuous PR campaign (Pre and post) through some of the top International Magazines

1



2



3



4



5



6



1. Association Supports

2. Outdoor Campaigns

3. Digital Marketing

4. Online Affiliates

5. VIP Invites

6. Invites

IATF associates with leading Industry Associations to promote the show to their members & subscribers.

Outdoor publicity through hoardings across the city, on the buses, show standees in the showrooms of exhibitors across the Middle East. Posters prominently displayed in all possible retail outlets.

Social media activities through Facebook, Instagram, Twitter, Flickr, LinkedIn, Pinterest, Google Advertisements and many more, thus ensuring accessibility to information on one click through your Smart phones,

Awareness through web banners on Industry and Trade websites (National and International) and on the top websites of the top industry magazines.

Special printed invites will be sent to Government institutions, Industry Associates & Market drivers.

Invitation cards will be sent out to Industry Associations, Exhibitors and Media Partners to invite their key customers, to bring in quality trade visitors to the show.



CONTACT US FOR MORE
INFORMATION

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