



THE BRANDERY ASIA

@ | BLUEPRINT |
Asia's Fashion Trade Gateway





**THE
BRANDERY
ASIA**

THE BRANDERY ASIA

The best business opportunity in the most booming world's market

The Brandery Barcelona enhances frontiers and organizes in Singapore
THE BRANDERY ASIA, an unbeatable chance to connect with buyers and traders in
the main asian markets

Singapore: 17 -20 May 2012

THE BRANDERY ASIA is organized together with the BLUEPRINT Show (new designers), a successful platform to assure:

- 5.000 qualified visitors
- 100 exhibitors
- 250 hosted vip buyers from Korea, Japan, China, Thailand, Malaysia, Australia and Indonesia from the Blueprint programme
- 300 media
- Special and additionnal 1 00 hosted vip buyers programme for THE BRANDERY ASIA
- Meeting agendas for exhibitors and hosted buyers

With the support of the Singapore Government and the Singaporean Fashion Association

Fira de Barcelona offers the easiest way to participate in
THE BRANDERY ASIA @ Blueprint

- Space + stand for **4.500 euros** all included
- Preferential area at THE BRANDERY ASIA
- Direct invoicing by Fira de barcelona (in euros)
- Logistic Services and personalized merchandise transfers to Singapore (if required)
- Preferential travel package (airplane + hotel)
- Contact: Manuel Díaz mdiaz@firabcn.es 93 233 22 97 or Cristina Pascual cpascual@firabcn.es 93 233 23 51

**THE
BRANDERY
ASIA**

GENERAL INFORMATION
BLUEPRINT
(LAST EDITION)

**THE
BRANDERY
ASIA**
@ [BLUEPRINT]
Asia's Fashion Trade Gateway

Snapshot report 2011

105

BY CATEGORY

exhibiting
brands
from the

UK US France
Sweden China
Hong Kong
Indonesia
Japan Korea
Malaysia Thailand
Philippines India
Dominican Republic
Singapore

253

buyers
71 hosted
from 19 countries

1,699

in visitorship
during trade

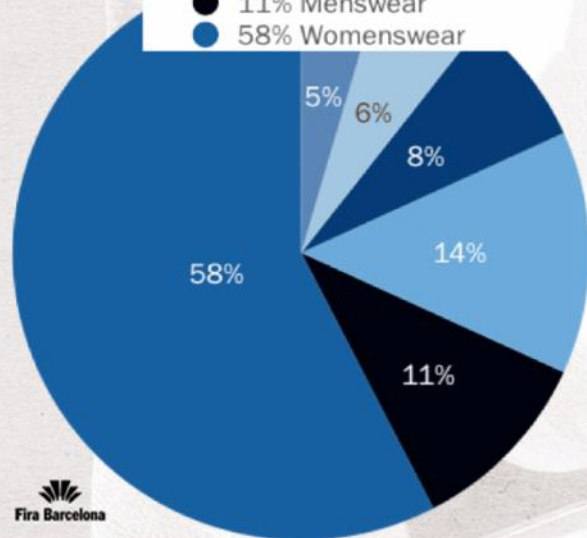
3,971

shoppers
at emporium

\$551,800
in retail sales



- 5% Carriers
- 6% Footwear
- 8% Fine Jewellery
- 14% Fashion Jewellery
- 11% Menswear
- 58% Womenswear



THE
BRANDERY
ASIA

An international fashion launch pad to export to Asia

Cruise

*"...(this) season is increasingly becoming status quo
for just about every designer working today."*

NBC New York



ALSO KNOWN AS:
Holiday Resort Pre-Collections Pre-Spring

ALL SUPER SPECIAL ITEMS LIKE:



GUCCI
PRE-SPRING 2012
inspired for everyday

J. MENDEL
PRE-SPRING 2012

*after-hours
evening gowns*

ALEXANDER WANG
PRE-SPRING 2012

*The sporty sort
of body-con*

PETER SOM
PRE-SPRING 2012

Cocktail and corporate

Fira Barcelona

THE
BRANDERY
BARCELONA

The new fashion season

1

SPRING/SUMMER
WARM WEATHER
WEAR
DELIVERY: FEB–JUNE

2

AUTUMN/WINTER
COLD CLIMATE
CLOTHES
DELIVERY: AUG– DEC

3

Cruise : clothes that
take you *anywhere*

DELIVERY: OCT – FEB

*“For designers, it’s that **crucial mid-season** which delivers excitement to stores **between October and January...** it’s an unseen stash of clothes, shows and bags which classify as personal discoveries, and for writers and editors, it’s a mine of news.”*

Sarah Mower

Fira Baccaloni
Fashion Journalist and
British Fashion Council Ambassador



*“Cruise represents
Chanel’s **biggest and
most important delivery
of the year.**”*

Bruno Pavlovsky
Director of Fashion
Chanel

Buyers speak up

"Blueprint is great to see the best of Asia in one place... Now we don't have to travel all around Asia to scout for good talent."

Soon Kyung Ryu
Vice President
Central Marketing Group
Bangkok

"There were many more designers and brands that were exciting and commercial too."

Alison Whalley
Owner/ Buyer
Hoxton Boutique
London

"...Good insights into new brands and Blueprint Emporium brings more value to both the designers and visitors."

Neil Prosser
Managing Director
Flannels, UK



THE BRANDERY ASIA

Buyers speak up

“Blueprint is ahead of New York or Europe for resort buying... great advantage for buyers to book fresh merchandise before looking at any other brands from the West.”

Ian Kwon
Creative Director
Shinsegae, Korea



Fira Barcelona



“I really liked Coupe-Cousu for Lotte in Korea. When you snag some Japanese labels, you will be THE Asian trade show.”

Joseph Quartana
Menswear buyer
Lotte, Korea



“An impressive selection of new designers... with great location and amazing service.”

Ritchie Chan
Owner/ Buyer
Triple Major, Beijing



THE
BRANDERY
BARCELONA

Buyers speak up



*“Blueprint’s venue and facilities are all of a high standard and **visiting Blueprint was a very valuable experience.**”*

Georgina Gainza
Buyer
Boutique 1, Dubai

*“Blueprint brands are not widely shown in the other markets but are **distinctively exclusive from the region.** Less season-sensitive brands with great potential include Dave, Tsura and Carrie K.”*

Ian Kwon
Creative Director
Shinsegae, Korea



THE FIRST INTERNATIONAL TRADE PLATFORM IN ASIA

SWEDEN
FIFTH AVENUE SHOE
REPAIR

SEOUL
ALANI
BEYOND CLOSET
DOII PARIS
JARDIN DE
CHOUETTE
KAAL E. SUKTAE
STEVE J & YONI P
SUECOMMA BONNIE
THESTUDIOK

SINGAPORE

AL&ALICIA
ALLEIRA
AMUSE
ASHLEY ISHAM
AWOL
BE ME
BEDLAM
BIO FEET
BRONX
BURGUNDY
CARRIE K.
CHALK
CHOO YILIN
COUPE-COUSU
DAVE FINE JEWELLERY
DEPRESSION
DZOJCHEN
HANSEL
INDOCHINE WITH
GAURIKA
JASON
LAUREN JASMINE
LES AFFAIRES
L'ILE AUX ASHBY
LING WU
MAE PANG
MARILYN TAN
MARYUPA
MAX.TAN
NAO
NOEL CALEB
PAULINE.NING
POSSI-TILLY-TY
RAOUL
REVASSEUR
SOPHIELLE
TRIOON
TSURA
WOONHUNG
WYKIDD
YOUNG&RESTLESS
YUMUMU

BEIJING
CHI ZHANG

HONG KONG
HOIMING
SEVENTY EIGHT
PERCENT
WEAR-AND-TEAR

THE PHILIPPINES
GIAN ROMANO

INDIA
SAMOR

BANGKOK
APOSTROPHE-P'
CHAI GOLD
LABEL
DISAYA
DS
FRANK
JOGEMA
MATINA
AMANITA
MILIN
MISSILE
PALASAK
SANSJAI
SAPRANG
THE CRAFT
THE ONLY SON
TRIMODE
TU'I
VICKTEERUT

MALAYSIA
DEANOR
FARAH KHAN
FK
KLUTCHED
PINK JAMBU

JAKARTA
DANJYO-HIYOJI
ISIS
KALIGULA
KLE
MONDAY TO
SUNDAY
NO'OM
SEBA SHOES
SOE HOE
SOMEARETHIEVE
S

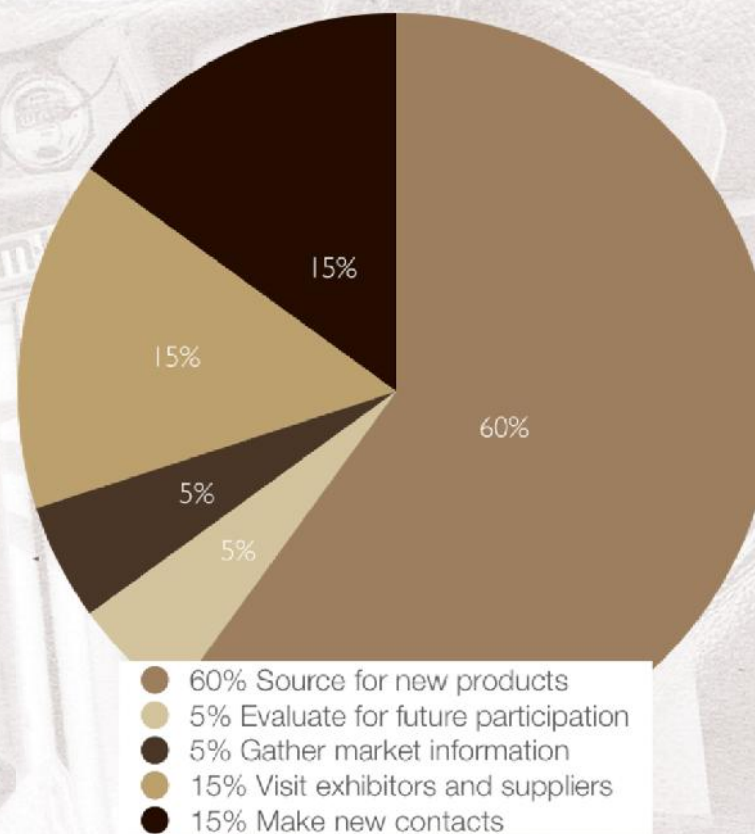
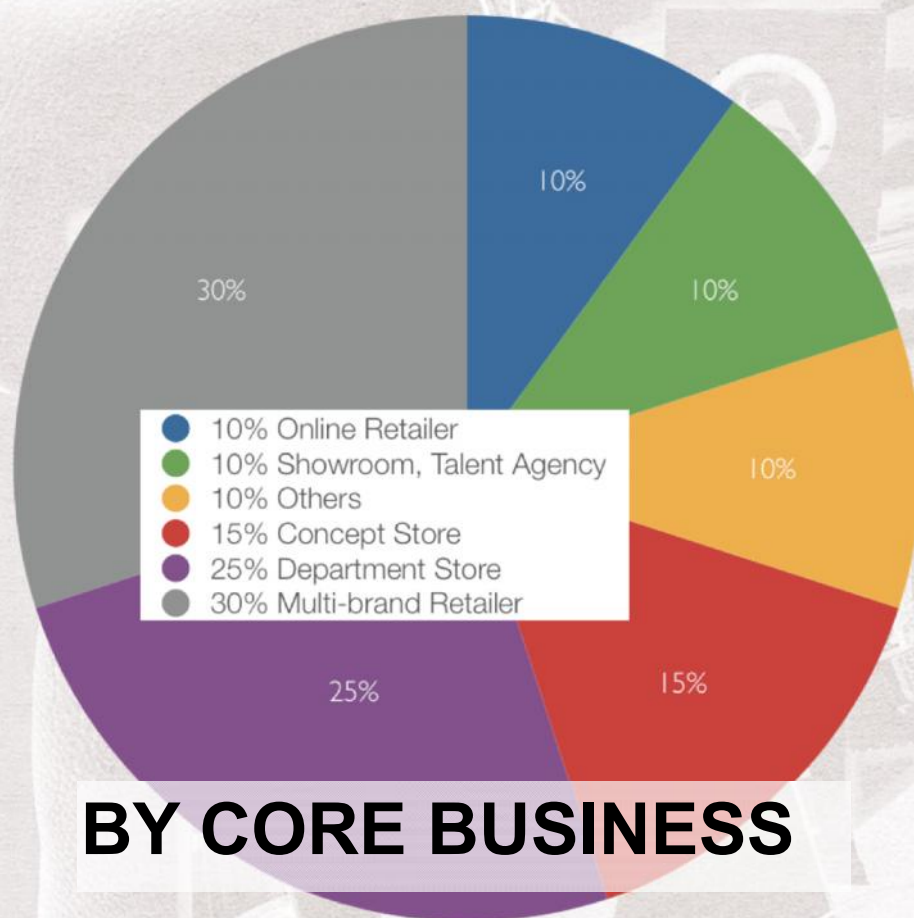
LONDON
BELLE
SAUVAGE
J JS LEE
KTZ

NEW YORK
JATALIKA
RUBY KOBO
SHASHI
TIMO WEILAND

**DOMINICAN
REPUBLIC**
JOSE DURAN

**NEW TERRITORIES
FOR 2012:
VIETNAM, CAMBODIA,
JAPAN, AUSTRALIA,
EUROPE.**

Buyers breakdown



Hosted buyers listing 2011



MIDDLE EAST // DUBAI,
ABU DHABI, SAUDI
ARABIA

Art of Kohl
Boutique 1
Maison Bo-m
S*uce
Valleydez



UK // LONDON,
MANCHESTER
David Pirnia Collections
Hoxton Boutique
Oki-ni
The Flannels Group

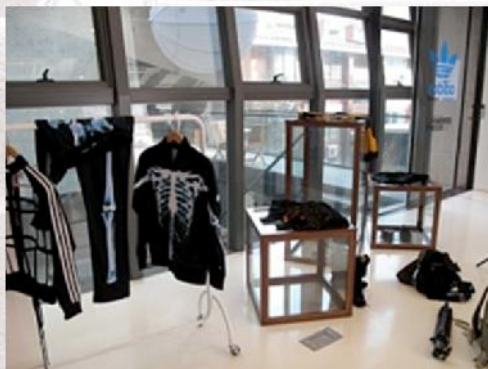
USA // NEW YORK
Saks Fifth Avenue
Seven New York

CANADA //
VANCOUVER
Board of Trade



EUROPE //
ANTWERP,
BERLIN, PARIS,
ITALY
Folli Follie
Franck Et Fils
RA
SOTO
Wood Wood
Zalando

Hosted buyers listing 2011



KOREA // SEOUL

Daily Projects
Galleria Department Store
Idiel Showroom
In The Woods
J. Roseroco New York Company
Samsung Cheil Industries
10 Corso Como
Shinsegae International
Boontheshop



CHINA // BEIJING, HONG KONG, SHANGHAI, TAIWAN

Triple Major
Water Stone
D-Mop
Kapok
Lane Crawford
Shine
The Swank,
Voulez-vous
Shanghai Mart
Deeplay
Even Select Shop

AUSTRALIA // PERTH S2

ASIA // INDIA, VIETNAM, INDONESIA, MALAYSIA, PHILIPPINES, THAILAND

ATOSA
Le Mill
The Goods Department
Tribute
Juice KL
Lush Icon Marketing
MUSA
Ode to Liberty
Rustan's Commercial Corp
Terry S.A. Inc
Cinderella Marketing Group
Central Marketing Group
Robinson's Department Store
Siam Paragon
The Mall Group
Uncensored
Zen Department Store
Runway

306 MEDIA
FROM 163 LOCAL,
REGIONAL AND
INTERNATIONAL
MEDIA OUTLETS

BROADCAST

NHK TOKYO FASHION EXPRESS
CHANNEL NEWS ASIA
BS FUJI TV
TOP FASHION TV
LITV

REGIONAL FASHION TITLES

SURFACE ASIA
NYLON INDONESIA
HARPER'S BAZAAR INDONESIA
HER WORLD INDONESIA
ALLURE KOREA
ELLE KOREA
W KOREA

TOP INTERNATIONAL FASHION BLOGGERS

LIBERTY LONDON GIRL
STYLE BUBBLE
STYLE SALVAGE
STREET PEEPER
A SHADED VIEW OF FASHION

INTERNATIONAL FASHION WEBSITES

VOGUE.CO.UK
VOGUE.IT
REFINERY29.COM
FASHIONMAGAZINE.IT

FASHION TRADE

WGSN
WWD

THE
BRANDERY
ASIA

Media: Stories and Spreads

THE STRAITS
TIMES

HARPER'S
BAZAAR
SINGAPORE

THE
BUSINESS
TIMES

ELLE
SINGAPORE

THE
BRANDERY
BARCELONA

THE
BRANDERY
ASIA

Overnight stars in Profiles/Interviews

SURFACE
ASIA

HER WORLD
SINGAPORE

ALEXIS
SINGAPORE

AUGUST MAN
SINGAPORE

SINGAPORE
WOMEN'S
WEEKLY

HARPER'S
BAZAAR
SINGAPORE

IS MAGAZINE
SINGAPORE

ELLE
SINGAPORE

Media: Online

THE
BRANDERY
ASIA

VOGUE
ITALIA



HARPER'S
BAZAAR UK

VOGUE.CO.UK

"Blueprint uniquely specialises in launching cruise collections and thankfully curates fresh and forward menswear alongside womenswear, jewellery and accessories from emerging designers destined for international markets."

- Steven Salter
Style Salvage

"It might sound a little condescending to constantly be surprised at the fact that Singapore seems to have a flourishing fashion design scene but honestly the wee size of the country does make you marvel at its ability to produce a sizeable number of designers presented at the Blueprint tradeshow this year."

- Susanna Lau
Style Bubble

**THE
BRANDERY
ASIA**

**THE
BRANDERY
ASIA**

@ [BLUEPRINT]

Asia's Fashion Trade Gateway

**17-20 May 2012
Singapore**

THE BRANDERY ASIA

It takes place in SUNTEC, the most central venue in Singapore



THE BRANDERY ASIA



- Stand packages 375€/m2 (min 12m2), Total 4.500€

With 2 hanger-rails, 1 mirror, 1 round tables, 2 chairs, 1 bin (including power)

Blueprint Group:



Asia Fashion Exchange:



The Brandery Asia:

