

MODA

SPRINGFAIR

5-8 FEBRUARY 2023 | NEC BIRMINGHAM



• Womenswear • Footwear • Fashion Accessories • Jewellery & Watch



The ultimate fashion destination for access to the widest range of UK and international buyers.

MODA

Moda is the ultimate fashion destination at Spring Fair. It's THE place for creativity and collaboration, showcasing the latest trends, new designers and must-have looks that will adorn the season.

WOMENSWEAR

From designer labels to boutique brands and high street fashion, showcase your Womenswear collection to show us what's trending next season.

JEWELLERY & WATCH

Jewellery & Watch is a curated selection of luxury and staple jewellery, watches and statement pieces. Showcase both classic and contemporary designs all within one stylish sector.

FOOTWEAR

Showcase your range of contemporary men's, women's and children's footwear brands in Moda's definitive destination.

FASHION ACCESSORIES

Display your latest collection of handbags, hats, scarves and costume jewellery in the Fashion Accessories sector – an outfit isn't complete without its finishing touches.



Fashion exhibitors include:

WOMENSWEAR

One Hundred Stars
Godske
Jessica Graaf
Jus De Pomme
Soya Concept
Knist & Spirit
Sonder & Glamour

FOOTWEAR

Lunar
Cat Footwear
Fly London
Blowfish Malibu
Kidderminster
XTI Footwear
Marsan Footwear

FASHION ACCESSORIES

Ashwood Leather
Powder
Big Metal
Earth Squared
D&X
Tilley & Grace

JEWELLERY & WATCH

Perfection Jewellery
MG Diamonds
Herbert Marx
Sea Gems
Deil Joseph S.r.l.
Scream Pretty

Why exhibit?



"It's been a phenomenal show. We've had some significant orders, we opened nine new doors over the past few days. It's been a very, very good show for the brand."

Matt Krafft, UK Sales Manager, CAT Footwear

The UK's leading source of new products for retail buyers.

Spring Fair is the marketplace for newness, putting the most sought-after products and creative thinkers under one roof. With four key buying destinations covering over 18 sectors, Home, Gift, Moda, plus the new Source Home & Gift – it's the UK's largest wholesale trade event. Every edition, thousands of purchase-ready buyers attend from the UK and overseas, enabling us to facilitate lasting connections that would help you place your products in some of the most relevant stores here and around in the world.

Whether your brand is just starting up or you're a well-established company, Spring Fair is a trusted platform and a space for all companies to launch their collections. From independents, boutiques and gift shops to multiples, retailers, department stores, museum shops and garden centres, Spring Fair attracts the very best and widest spectrum of visitors in the UK and internationally.

Maximising your brand exposure

You provide the products, we provide the platform. Market your brand all year round, with the free exhibitors' toolkit. Including:

- A profile on the exhibitor list to showcase your brand with images, videos and 'contact us' button.
- A profile on the Show App.
- A gallery of digital banners to promote your presence and personalised invites for your customers.
- A listing in The Little Black Book, a pre-show planner distributed to approx. 15,000 industry professionals.
- A profile listing in the Show Guide, an address book for retailers.
- Digital exposure including regular email promotion to over 450,000 industry professionals and social media promotion to a 90k+ cross-channel followership.
- Access to insightful newsletters and webinars with industry experts.

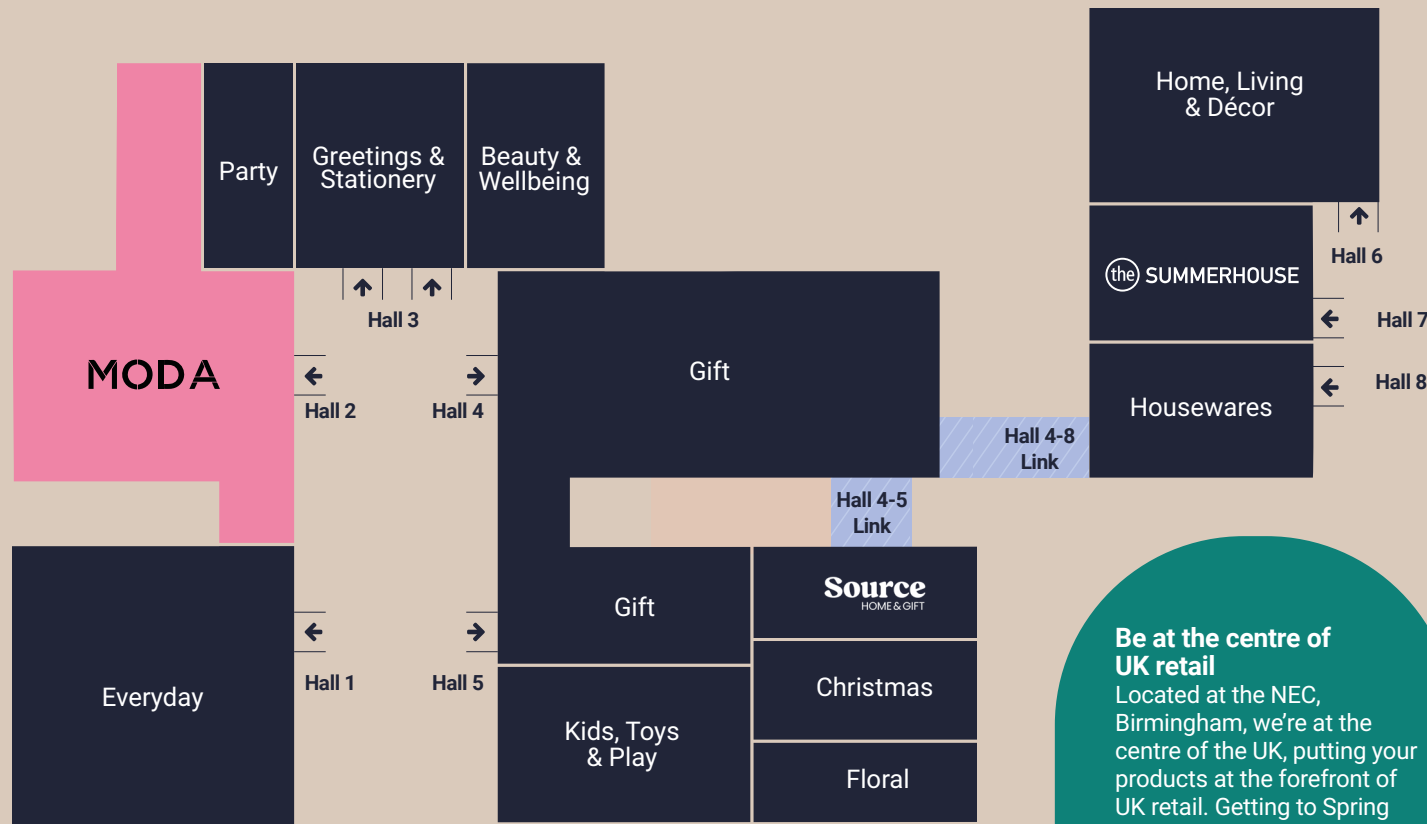
Putting a spotlight on sustainability

Meet buyers who value sustainable, ethical and locally sourced brands and let them find you through the Sustainability and Made in Britain trails. All exhibitors can fill out their sustainable actions on the Ezone, which makes them easily discoverable through the Sustainability or Made in Britain filter on the exhibitor list.

2023 is an exciting time to exhibit at Moda

2023's layout makes it easier for visitors to find the products that matter most to them. Spring Fair is divided into 3 key buying destinations across 18 key sectors that encompass fashion, home and gift and for the first time, co-located with Source Home & Gift, Europe's newest responsible sourcing show.

What does that mean for you? Well, buyers spend less time searching for your brand and more time seeing what you have to offer.



Be at the centre of UK retail

Located at the NEC, Birmingham, we're at the centre of the UK, putting your products at the forefront of UK retail. Getting to Spring Fair is stress free for both UK and International exhibitors as we're easily accessible by car, bus, train and plane. We offer free parking for exhibitors and visitors too.

Moda

A seasonal edit of high-end womenswear, footwear, jewellery and accessories showcasing:

- Womenswear
- Footwear
- Jewellery & Watch
- Fashion Accessories

Home

The source for decorative interiors, furniture, accessories and everyday items showcasing:

- Home, Living & Décor
- Everyday
- Housewares
- The Summerhouse

Gift

A treasure trove of gift inspiration, including:

- Greetings & Stationery
- Beauty & Wellbeing
- Gift
- Kids, Toys & Play
- Christmas
- Floral
- Party

Source Home & Gift

Source Home & Gift connects global manufacturers who pride themselves on responsible manufacturing, with key retailers and brands who care about how great products are made.

Sectors include:

- Furniture
- Homewares and Textiles
- Gifts
- Toys
- Greetings and Stationery

Learn, network and trade

Whilst the primary purpose for any visitor is to source at Moda and Spring Fair, did you know over 7,500+ visitors visited at least one of our content sessions?

Spring Fair is a hub of knowledge, inspiration and opportunity. Each year, we host leading retail experts on the Inspiring Retail Stage who share educational seminars, trend forecasts, case studies and inspiring personal stories which offer guidance to buyers on how they can buy smarter and sell more.

Previous speakers at Spring Fair have included Mary Portas, Jo Fairley, Mary Berry, Alan O'Neill and John Lewis.

What does this mean for you?

Buyers value Spring Fair's industry leading seminar content, with many wanting to spend an extra day at the show to learn more. This gives them extra time to discover and meet exhibitors. Exhibitors can also keep up to date with the latest industry knowledge by catching up with the live content sessions on demand.



THE CLUB

VIP BUYERS PROGRAMME

The Club treats and rewards buyers from independent or larger retailers with exclusive VIP perks that are designed to make their visit to Spring Fair even more memorable. Members of The Club have access to exclusive content, peer support and special events, along with access to The Club lounge.

Exhibitors can invite their top buyers to Spring Fair and Moda to attend as a member of The Club.



Who will you reach?

Spring Fair is designed to gather and guide brands, manufacturers and retailers on their journeys to future success – whatever that might look like. It's an event for exciting products, fresh ideas, curious minds and those looking for something a little different.

83% of buyers attend the show to discover new products and suppliers

81% of buyers had a sole/joint purchasing responsibility

76% of visitors had a top tier job title (Owner, CEO, Senior Management, Head of Department)

66% of visitors are retailers

81% of buyers placed or looking to place orders as a result of attending Spring Fair

46% of buyers had a buying budget of £100k+

* Stats as of Spring Fair 2022



Spring Fair visitor profile

INDEPENDENTS

ABRAXAS
cookshop

Alligator
PEAR

BOROUGH KITCHEN
Better Tools. Better Cooking.

THE HOUSE OF
BRUAR

PAMELA SHIFFER
PREPARED TO GO

something
Special

DEPARTMENT STORES

Fenwick

Harrods

JOHN
LEWIS
PARTNERS

morleys

SELFRIDGES & CO

ONLINE

amazon

OSOS
discover fashion online

boohoo

moonpig

NOT ON
THE HIGH
STREET
.com

THE HUT GROUP*

wayfair

MULTIPLES

ANTHROPOLOGIE

Argos

JY

M&S
EST. 1884

OLIVER BONAS

scribbler

GARDEN CENTRES

BLUE DIAMOND

Dobbies
GARDEN CENTRES

Notcuts

RHS
Inspiring everyone to grow

SQUIRES
GARDEN CENTRES

DESTINATIONS

CenterParcs

MERLIN
ENTERTAINMENT

National
Trust

NATURAL
HISTORY
MUSEUM

ZSL | LONDON ZOO

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If you think Moda could be a fit for your brand, simply get in touch using the details below and a member of the team will talk you through your options.



Jewellery & Watches • Womenswear • Footwear • Fashion Accessories

Contact the Moda team at
exhibitor@springfair.com

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