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MIAMI May 28-30 . 19

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For Immediate Release

Apparel Textile Sourcing Miami 2019 announces PANTONE to present Trend Forecast for 2020 and first ever Asia-US-Latin America Investment Summit, with all eyes on Florida in jam-packed Southeastern US Fashion Sourcing and Industry Week

Global industry event to feature fabric suppliers, full package manufacturers, and service providers, bringing together the best minds specializing in apparel sourcing, logistics, brand development, global trade, technology, eCommerce and education

Miami, FL, February 26, 2019 — Miami will be a hot spot for all things fashion, from concept-to-consumer, as the Apparel Textile Sourcing Miami (ATSM) show gets underway May 28-30 at the Mana Wynwood Conference Center, coinciding with Miami Fashion Week to present a jam-packed event that features the latest developments shaping the booming apparel and textile market.

With the industry reportedly growing at double-digit rates, transformed by global markets, consumer habits and technology, ATSM provides an unprecedented opportunity for networking and education as more than 300 exhibitors from over 15 countries converge at the show — including fabric mills, ready-made garment factories, service providers, wholesalers, trade offices and home textile suppliers.

More than 4,000 visitors from Florida, Southeastern US and Latin America are expected to attend, representing brands, retailers, e-commerce sellers, designers, importers and buying offices. The overlap with Miami Fashion Week will increase this number to more than 10,000 fashion industry professionals visiting the Magic City at that time.

PANTONE to Present Trend Forecast for Fall 2020

The forefront of ATSM will be the unveiling of the fashion color trend forecast for Autumn/Winter 2020-2021 by Pantone Color Institute, the global authority on the movement of color across current and future seasons that enables color-critical decisions through every stage of workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization.

As a sneak peek, Laurie Pressman, Vice President of the Pantone Color Institute and ATSM speaker, explained that next year's colors and beyond will be reflective of color as an oasis. "The concept of nesting is fundamental to our very existence. Whether a place of safety, somewhere in our mind's eye, a collection of people, or not a destination at all, our desire to create a nesting place is deep," said Pressman. "As we color our nest in Autumn/Winter 2020/21, color resounds; rich saturated shades sit alongside strong modern pastels and muted natural color, with texture, reflection and shine acting as integral partners in the way colors are seen and executed."

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Show visitors will also have the opportunity to see the upcoming trends first hand and talk with color specialists at the Pantone booth, located on the show floor.

ATSM hosts the first Asia-US-Latin America Investment Summit in Miami through the *Investment Association of China*

On May 28, the eyes of major Chinese investors will be on South Florida, the next stop for China's *One Belt, One Road* global trade initiative. Organized by ATSM in conjunction with the *Investment Association of China (IAC)*, the first Asia-US-Latin American Investment Summit will take place in the show's VIP Lounge, focused on local investment opportunities in Miami and Fort Lauderdale in the areas of logistics, ports, commercial/residential real estate, infrastructure and technology. IAC — the authority of the Chinese investment industry, regulated by the National Development and Reform Commission of the Peoples' Republic of China — has injected billions of dollars into different economies worldwide across numerous industries since the inception of the fund in 2001.

"It is a great honor for IAC to attend Apparel Textile Sourcing Miami 2019 and explore the range of untapped opportunities for Chinese investors in South Florida to further the One Belt, One Road initiative," said Ms. Milly Bu, CEO of the IAC and coordinator of the investment summit. "ATSM is the perfect venue for this summit due to its impressive mix of global manufacturers and location in one of the largest international metropolitan cities, with Miami being a major gateway for culture, tourism and the financial industry. We look forward to cooperating with state and city officials and learning more about Florida's business environment, and to spurring bi-lateral opportunities for Florida and Latin American companies to export products or services to the Chinese market."

Latin American Producers take Centerstage at Apparel Textile Sourcing Miami

In the wake of a study by McKinsey & Company that indicates much of the global apparel market's continued growth will come from developing markets, ATSM has announced that it will bring to Miami a Latin American delegation of apparel and textile producers, ready to facilitate "near-sourcing" business with attendees.

With recent geo-political tension and technology changing the global production landscape, an increasing number of companies are looking to Latin America as a viable solution to source apparel and textiles without going overseas. Guatemala alone has seen an explosion of business as a result, said Lucia Palacios, Director of VESTEX Guatemala.

"Guatemala's industry saw 15 percent growth in 2018, which means more work is coming to this region, as we can compete with closeness, production flexibility with added value, high productivity and an integrated supply chain," stated Palacios. "There is an increased market demand for speed of delivery and high-quality products, and Guatemala is able to deliver on all fronts due to its short lead times, access to two ports and use of raw materials mainly from the USA."

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Continued Support from Strategic Alliances with Private Firms, Associations, and Government Agencies

Backed by unprecedented support from a wide range of local and national industry, trade and commerce organizations, “ATSM delivers a one-of-a-kind opportunity for attendees and exhibitors to cross-network, forge affiliations and identify new business growth strategies,” said Jason Prescott, CEO of JP Communications, producer of the show and publisher of North America’s leading of B2B trade platforms TopTenWholesale.com and Manufacturer.com.

The Miami-Dade Beacon Council, economic development organization for Miami-Dade County, will bring both domestic and international representatives to the region, stimulating economic development and prosperity for Miami-Dade, said Michael A. Finney, President & CEO of the Miami-Dade Beacon Council.

“The creative design industry is an incredibly important sector for our community, and our profile as a fashion-forward destination inspired by diverse cultures only continues to increase year-over-year,” he said. “With its industry-leading roster of speakers, educational platforms and international exhibitors, this event helps highlight Miami’s role in the global fashion arena, engaging an important audience with our end-to-end advantages that start with design, and include manufacturing and the trade and logistics infrastructure that is essential to the sector’s success.”

Show visitors will also reap the benefits of a unique Florida Business Panel, providing insight into local industry opportunities and services. According to panel member Robert Barceló, Senior Manager, Business Development, Port Everglades: “As the fifth largest U.S. import port for apparel goods, Port Everglades attends Apparel Textile Sourcing with a focus on creating strategic alliances that will help our customers expand their business in South Florida.”

Julie Hughes, President of the DC-based U.S. Fashion Industry Association — which works to facilitate global trade for US-based brands, retailers, importers, and wholesalers doing business internationally — will also be on hand to provide an update on the latest developments in global trade, tariff and non-tariff barriers, and new sourcing opportunities.

ATSM 2019 Fashion Show to Feature Miami-based Designers & International Exhibitors

The trade show will also include the return of the much-anticipated ATSM fashion show, representing both local and international designers, up-and-coming student talent and global fashions presented by show exhibitors.

Organized by Charlene Parsons, Director of the Fashion Department at Miami International University of Art and Design, “the fashion shows that will take place during the exhibition will feature the work of the students of Miami International University and will showcase both womenswear and menswear.”

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“The Miami designers that will be featured in the *Best of Miami* segment of the runway show will be designers who call Miami home, but sell nationally and internationally. In this showcase, the audience and fashion media will see both men’s and women’s products, from swim to red carpet styles,” Parsons said.

Applauding ATSM for filling a market gap in bringing global opportunities to Miami, celebrity designer Rene Ruiz, Miami’s No. 1 fashion innovator and ambassador of solidifying South Florida as a *global fashion talent magnet*, explained that “our region has been in need of infrastructure and access to production for a very long time. The debut of ATSM 2018 was very successful, providing designers and sourcing professionals global reach to manufacturers. Designers and many more of us who participate in Miami Fashion Week, now can seek new production partners during the same week in close proximity. ATSM also attracts many more buyers and brands, giving us designers to source and sell.”

About Apparel Textile Sourcing

Apparel Textile Sourcing is the apparel industry's link to the entire global supply chain. Resources, experts and manufacturers come from more than 25 countries and cover the worlds of fashion, apparel, textiles and sourcing. New sources, products and ideas come alive with education, fashion shows and trade opportunities. The ATS brand produces a range of shows, as follows:

ATS Miami — **May 28-30**, 2019

ATS Canada (Toronto) — **August 19-21**, 2019

ATS Canada (Montreal) — **August 23**, 2019

ATS Germany (Berlin) — **September 11-13**, 2019

Pre-show/post-show matchmaking

While ATS trade shows take place over a number of days, trade happens 365 days a year. ATS maintains a 24/7 Buyer Relations team year-round to help buyers find manufacturers through Manufacturer.com and 1000s of wholesale brands on TopTenWholesale.com. Together both platforms enable visitors to connect with the proper exhibitors long before and after trade show dates alongside hundreds of thousands of other suppliers. Attendees can source online at their leisure or speak with a matchmaking agent free of charge any time.

About JP Communications

JP Communications runs the most expansive network of business-to-business sourcing platforms in the U.S. Anchored by TopTenWholesale.com and Manufacturer.com, millions of international members use the brands to locate wholesalers and manufacturers. JP Communications CEO Jason Prescott is the author of two best-selling books, Wholesale 101 and Retail 101, published by McGraw Hill.

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