

Clothes Show Live announces 2012 dates following triumphant December show

Suzuki remain the title sponsor of Britain's most established fashion and beauty event

Clothes Show Live in association with Suzuki, 7 – 12 December 2012



Alexandra Burke

Hundreds of thousands of fashionistas headed to **Clothes Show Live in association with Suzuki 2011** to shop from over 500 leading brands such as ghd, Lippy and Superdry; meet celebrities including Alexandra Burke and George Lamb; watch spectacular live catwalk shows; and indulge in beauty makeovers

Clothes Show Live in association with Suzuki arrived in style from 2 – 7 December 2011 packing five halls of the NEC Birmingham full of glamorous ladies in search of festive fashion and beauty bargains. The arena buzzed with eager shoppers as they made their way through the colour-coordinated retail zones to shop from leading clothing, hair, make-up and beauty brands.

A plethora of new brands and exhibitors showcased their products and services for the first time with many beating their predicted sales targets.

Paul's Boutique, who sold their famous name branded bags, revealed that year on year they have doubled their revenue. Their sell out item this year was the 'Twister' bag which has been seen on Paris Hilton.

Cosmetic's giant Benefit, famed for their ornate packaging and quirkily named products, doubled the size of their stand compared to the one they had at the 2010 show. Kyra Oates, Head of Promotions at Benefit, said that their top selling item was the new mascara called 'They're Real'.

OnePiece, who exhibited for the first time at Clothes Show Live 2011, exceeded their expectations selling three times the amount of stock they have done at previous consumer shows. The specialist lounge wear company also attracted a variety of celebrities to their stand including TOWIE's Maria Fowler and Lucien Laviscount.



Ex-Pussycat Doll, Kimberly Wyatt



TOWIE's Lauren Goodger



TV presenter, George Lamb

A host of famous faces were welcomed to the 2011 show making it the most star-studded yet. X Factor winner Alexandra Burke opened the show on Friday performing her hit single 'Bad Boys' in the award winning Suzuki Fashion Theatre accompanied by a pair of seductive male models. The Only Way Is Essex stars, members of the Hollyoaks cast, Jeff Brazier, X Factor's The Risk and Celebrity Big Brother's Lucien Laviscount also made appearances across the six days.

Renowned for its spectacular, non-stop catwalk shows visitors to Clothes Show Live were wowed by fashion and music performances in the Suzuki Fashion Theatre. Presented by television presenter, George Lamb and stylist to the stars, Grace Woodward, the 45 minute performance featured over forty models and dancers showcasing the latest high street trends. Audiences were taken on a thrilling journey through 'A Night at the Department Store' with seven captivating scenes including an exclusive performance by ex-Pussycat Doll Kimberley Wyatt and her new venture, Her Majesty and the Wolves.

Clothes Show Live welcomed 125,000 people through its doors, spending an estimated total of £16.6 million, cementing its position as the biggest and most successful fashion and beauty event in the UK and one of the most important contributors to the UK economy.

Post show research indicates that consumers are feeling positive about their spending habits in 2012, with the average show visitor stating they are likely to spend a further £230 each (£28.8 million) on brands visited at the show this year, giving a combined Clothes Show Live spend of £45.4m; an increase on 2010 combined spend, by £13.4 million.

Gavin Brown, Managing Director of Haymarket Exhibitions and founder of Clothes Show Live, reveals his thoughts on December's show and his hopes for 2012:

"Clothes Show Live in association with Suzuki ensures that fashion is accessible to the masses showcasing up-and-coming brands as well as more prestigious household names, live catwalk shows and beauty demonstrations. Although many exhibitions face obstacles due to the recession we are pleased that Clothes Show Live 2011 continued to attract thousands of shoppers who were eager to spend money at the variety of outlets available. We look forward to hosting another award-winning show in 2012, building on the success of this year and expanding on our previous achievements."

Clothes Show Live in association with Suzuki will return to NEC Birmingham from 7-12 December 2012. For the latest news and further information please visit clothesshowlive.com

Editor's Notes

Clothes Show Live

Clothes Show Live in association with Suzuki is the UK's largest fashion and beauty event featuring over 500 leading fashion and beauty brands to shop from, a 6500-seat Suzuki Fashion Theatre and countless celebrity appearances over six days – it's the ultimate girl's day out! Whether shoppers are looking for a brand new winter wardrobe, presents for friends, spot celebrities or watch a fast paced catwalk show, Clothes Show Live is the number one destination.

Suzuki

Suzuki make cars that are built for the way we live today, from compact city cars that won't cost the earth to run to real 4x4's that perform as well on road as they do off road, they have something to suit everyone. Suzuki have been around for over 100 years and never stop thinking about the future, in recent years developing the award winning Swift, along with the Alto and Splash, cars with some of the lowest CO2 emissions in their class. With their fun and stylish vehicles there is an obvious link into the world of fashion.

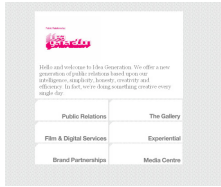
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