

FASHIONFEST

2025

**YOUR SUCCESS
IS OUR BUSINESS**

2025 EXHIBITOR PROSPECTUS
GEORGIA INTL CONVENTION CENTER | ATLANTA, GEORGIA | SHOW FLOOR: JUNE 7-8

FASHIONFEST

Prospective Sponsors & Exhibitors:

FashionFest is a 2-day premiere business and fashion experience for consumers, retailers, brand owners, apparel manufacturers and fashion enthusiasts for the urban and pop-culture apparel community. This is a one-of-a-kind event joining fashion brands, streetwear apparel, art, food and music with ***Brand Showcases, Business-Fashion Education and Apparel Sourcing.***

Designed with a festival vibe, thousands of business-fashion professionals and enthusiasts will join in Atlanta, GA to see what's trending in the industry and get business resources to elevate their fashion brands.

Remember, this is the only ***Urban-Popular Culture Fashion & Streetwear Show*** that is exclusive to showcasing a unique brand-retail marketplace, business education and manufacturing sources. Your company can reach the key purchasing decision-makers for all buyer types – consumers, brand owners and corporate retail buyers. This is the place for companies to be with products and services related to all areas of apparel decoration, retail display and fashion brand creation.

We have some wonderful opportunities for you, as an exhibitor and sponsor, to put your company or brand directly in front of those who make all the purchasing decisions. Whatever your goals and objectives are, our team can design a marketing and sales engagement program for any budget level. We can also customize additional opportunities for you.

Don't wait to sign up; we anticipate priority space will go fast so register online at www.FashionFest.io

Jessica J
FashionFest Founder & CEO



STREETWEAR INDUSTRY STATISTICS

- The global streetwear market size is estimated to reach USD **531.1 Billion** by 2025.
- Millennials and Generation Z are estimated to constitute approximately **70%** of the streetwear consumer base.
- Streetwear clothing is currently gaining immense popularity among teenagers, who account for **49.5%** of the consumer base.
- Streetwear's resale market is estimated to hit **\$6 Billion** by 2025.
- As of 2020, the US dominates the global streetwear market, valued at over **\$75 Billion**
- Supreme, a streetwear brand, sold for a record **\$2.1 Billion** to VF Corp in 2020.
- Streetwear collaborations drive an increase in brand value by **20%** on average.
- Nearly one-third (**32%**) of streetwear consumers make purchases at least once per month.
- Women's streetwear market is expected to reach around **\$1.9 Billion** by 2025.
- Streetwear items account for **76%** of all luxury products sold to people aged 18 to 24.

FASHION INDUSTRY STATISTICS

- Revenue in the Fashion Market is projected to reach **\$770.90 Billion** worldwide in 2024.
- Revenue is expected to show an annual growth rate (CAGR 2024-2029) of **8.94%**, resulting in a projected market volume of **\$1.183 Billion** in the US by 2029.
- With a projected market volume of **\$236.80 Billion** in 2024, most revenue is generated in China.
- In the Fashion Market, the number of users is expected to amount to **2.8 Billion** users by 2029.
- User penetration will be **33.3%** in 2024 and is expected to hit **37.8%** by 2029.
- The average revenue per user (ARPU) is expected to amount to **\$369.20**.



WHAT THEY ARE SAYING ABOUT FASHIONFEST 2025

"Can't wait!"

"We have needed a dedicated Business-Fashion Show for the **Urban-Pop Culture Community** for so long. Thank you FashionFest!"

"FashionFest is the **TOTAL PACKAGE EXPERIENCE** for Urban-Pop Fashion. Brand showcases, manufacturers, suppliers, buyers, education, entertainment and more."

"This is where **FASHION, BUSINESS, ART and CULTURE** will take place."

"I have needed a Sourcing Partner to help me expand my Brand. I **WILL** find it and more at **FASHIONFEST.**"

".....FINALLY!!"

"This Show has **ALL** the elements we have been searching for to help us **EXPAND OUR BRAND**. Sourcing, brand showcasing, education, networking *and MORE.*"

5 WAYS TO EXHIBIT

#1 FASHIONFEST VENDOR

The BRAND SHOWCASE! The fashion showcase of trendy designs in apparel for READY-TO-WEAR, formal, footwear, fashion accessories and more. Get noticed and meet fashion buyers and executives who can elevate your Brand overnight.

#2 VINTAGE APPAREL VENDOR

A unique showcase of nostalgia, retro, second-hand and vintage fashions. The place to be to see the most sought after and rare vintage clothing and collectibles all in one place.

#3 FASHIONSOURCE VENDOR

THE SOURCING SPOT. The show floor place for SOURCING domestic and international manufacturers. Also find apparel supplies, equipment, apparel decoration, accessories, textile vendors, graphic installers, private label & packaging, design services, technology and business services.

#4 FASHIONCON VENDOR

The largest showcase of influential designs in URBAN-POP CULTURE BRANDS FOR STREETWEAR, sportswear, athleisure wear, hats and more. Look further and indulge in the art, music and entertainment throughout this segment of the show floor.

A SPOTLIGHT for the BRAND DESIGNER! Get noticed from consumer buyers as they shop and source your designs. Meet retail corporate fashion buyers and executives who can elevate your Brand overnight.

#5 SNEAKER VENDOR

A SNEAKER MARKETPLACE, providing a huge space for vendors and attendees to buy, sell, and trade some of the most sought-after footwear in the game.



FASHIONFEST 2025

REGISTER AT **FASHIONFEST.IO**

WHAT YOU'LL FIND ON THE SHOW FLOOR



RETAIL AND CONSUMER BUYERS

Brands showcase their products and services providing an opportunity for face-to-face interactions & new qualified sales leads.



ACCESS TO RESOURCES

Attendees can explore resources and tools that can benefit their brands & businesses, including technology solutions in apparel decoration, private labeling, marketing, HR, AI, financial services, consulting and more.



EDUCATIONAL WORKSHOPS AND SEMINARS

The Expo includes incredible thought leadership sessions covering various aspects of running a fashion business, such as apparel decoration, brand and marketing strategies, financial planning and technology adoption.



INDUSTRY INSIGHTS

Attendees gain valuable insights into industry trends, best practices, and innovations through the Show Floor, Workshops, Networking Opportunities and Panel Discussions.



NETWORKING OPPORTUNITIES

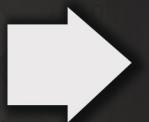
Entrepreneurs and Brand Owners connect with each other and new vendors, fostering successful collaborations and partnerships.



COMMUNITY BUILDING

FashionFest serves as a platform for building a supportive community among passionate Apparel Decorators and Fashion Brands, allowing for the exchange of ideas and experience.

EXHIBIT AT **FASHIONFEST** 2025



EXHIBITING INFORMATION

THE VENUE

Georgia Intl Convention Center

2000 Convention Center Concourse
College Park, GA 30337

EXHIBIT HALL HOURS

SHOW FLOOR HOURS

Saturday, June 7th 11:00am – 7:00pm
Sunday, June 8th 11:00am – 7:00pm

VENDOR ACCESS HOURS

TARGETED MOVE-IN

Friday, June 6th 8:00am – 7:00pm

SHOW DAY ACCESS

Saturday, June 7th 10:00am – 7:00pm
Sunday, June 8th 10:00am – 7:00pm

VENDOR MOVE OUT

Sunday, June 8th 7:00pm – 11:00pm

BOOTH PRICING

**10' X 10'
BOOTH**

10X10 FASHIONFEST BOOTH
\$500 Early Bird

**10' X 10'
BOOTH**

10X10 FASHIONCON BOOTH
\$500 Early Bird

**10' X 10'
BOOTH**

10X10 SNEAKER PAVILION BOOTH
\$200 Early Bird

**8' X 8'
SPACE**

8X8 VINTAGE PAVILION SPACE
\$200 Early Bird

**10' X 10'
BOOTH**

10X10 FASHIONSOURCE BOOTH
\$1250 Early Bird

BOOTH INFORMATION

BOOTH PACKAGE BENEFITS INCLUDE:

- Badge Allotment.
- Booth marketing online, in mobile app and print.
- FREE Certificate of Liability Insurance to meet all of our insurance requirements along with your booth space fee.

BOOK YOUR TRAVEL **TODAY**

OUR PARTNER HOTELS

Book your hotel reservations for FashionFest 2025. FashionFest has negotiated hotel offerings and discounted rates exclusively for FashionFest guests for your convenience.

RENAISSANCE ATLANTA AIRPORT HOTEL

One Hartsfield Center Pkwy,
Atlanta, Georgia 30354
404-209-9999

EMBASSY SUITES BY HILTON ATLANTA AIRPORT

4700 Southport Road.
Atlanta, Georgia 30337
404-767-1988

Go to **FASHIONFEST.IO** under HOTEL to book



AIRLINE DISCOUNT RATES



Delta Air Lines is pleased to offer special discounts for FASHION FEST INC. You may call the Delta Meeting Network® at 800-328-1111 Monday–Friday, 8:00 a.m. – 6:30 p.m. (EST) and refer to Meeting Event Code **NM49U**

ATLANTA, GA (ATL)
Valid Travel Dates :
6/01/2025–6/14/2025
Meeting Code: **NM49U**



Book online via www.united.com or call the United Reservations Meetings Desk at 800-426-1122

ATLANTA, GA (ATL)
Valid Travel Dates:
6/01/2025–6/14/2025
Provide Z Code **ZQDP** and
Agreement Code **760773**

FASHIONFEST

THE PLACE WHERE
URBAN-POPULAR CULTURE
MEETS FASHION, ART,
MUSIC AND MORE.

BE THERE. FASHIONFEST 2025

SHOW FLOOR JUNE 7-8

Georgia International Convention Center

2000 Convention Center Concourse | College Park, GA 30337

STAY UP

TO DATE ON

FASHIONFEST

2025

VISIT

FASHIONFEST.io

CONNECT WITH US



@[FashionFest.io](https://www.fashionfest.io)