

FOR IMMEDIATE RELEASE:



COTERIE Confirms Plans for the Return of its New York-Based Flagship Event this September

North America's premier elevated contemporary and advanced contemporary women's market event, COTERIE New York will return to the Jacob Javits Center on September 19-21, 2021

New York, NY – May 19, 2021 – Informa Markets Fashion, host to premier fashion trade events including, MAGIC, COTERIE, PROJECT, and SOURCING at MAGIC – confirmed today the much anticipated return of its flagship New York-based event, **COTERIE New York**. With a planned full-scale return for the COTERIE community, the event will present strengthened, product forward shopping and showcasing opportunities, enhanced white glove retail concierge services as well as a robust lineup of educational programming and networking opportunities.

Featuring newly refocused merchandising strategies in its exciting return to the show floor on **September 19-21** at the **Jacob Javits Center**, **COTERIE New York** will highlight a more product-forward experience for the elevated women's contemporary market. Collectively located upstairs on "Level 3," apparel will be cohesively showcased with footwear and accessories. This "complete look" approach in featuring multiple product categories alongside each other will provide retailers with a more streamlined shopping experience to discover a larger array of products – from premium to affordable luxury price points - while giving brands opportunity to meet more retailers and better target the right buyers for their brand. Retailers can also find an updated assortment of cohesively merchandised apparel categories, such as Elevated Contemporary Collections, Vintage, Footwear, Accessories, and Beauty along with the return of *destination* - COTERIE's swimwear and resortwear community - and *EDIT*, COTERIE's elevated and advanced international collections. Further facilitating this clarified and intuitive onsite experience, COTERIE New York will feature "curations", such as minority-owned, and sustainable brands, which will be displayed and woven throughout

the show floor to highlight new areas of shopping interest as retailers look to deliver on updated consumer demands and diversify their inventory offerings.

“With this season’s exciting return of one of the most major events of the year for the elevated and advanced contemporary women’s market, our brands and retailers can expect a strengthened, product forward shopping experience designed to increase discovery and connection,” says Courtney Bradarich, VP of Contemporary Women’s Events at COTERIE. “We’re reviving and enhancing all the fundamental elements core to COTERIE’s 30-year legacy, while also investing in more consultative, high touch services, advanced original content, and upscale experiences to become an invaluable tool and resource that serves the industry in much larger ways than ever before.”

Driving forward the COTERIE experience this September, guests can also enjoy top tier educational programming, featuring prominent industry talent and fresh voices, in addition to enhanced white glove services like retail concierge, dynamic, event-exclusive activations, and upscale networking events. Expanding beyond the live event, an accompanying digital showroom platform will also be available before, during, and, after the event which will further extend shopping and connection opportunities for both brands and buyers.

“Over the last year we’ve invested heavily in developing, optimizing, and enhancing our B2B solutions for our customers,” says Kelly Helfman, Commercial President of Informa Markets Fashion. “With the return of our live events, we are taking the next steps in what we believe is the true future of wholesale - a hybrid approach.”

COTERIE will also return to Miami in July during Swim Week with ***destination: miami by COTERIE***, Informa Markets Fashion’s previously announced women’s resortwear and swimwear market event. Located at Eden Roc Hotel in Miami Beach and along with sister event, *Project: Miami*, ***destination: miami by COTERIE*** will showcase vacation-inspired apparel, accessories, and footwear spanning contemporary, advanced contemporary, and affordable luxury price points.

To find out more about these and additional 2021 Informa Markets Fashion events, please visit: <https://www.findfashionevents.com>

To register for ***COTERIE New York – September 19-21***, please visit the registration page [HERE](#)
To exhibit at ***COTERIE New York – September 19-21***, please visit [HERE](#)

To register for ***destination: miami by COTERIE – July 10-12***, please visit the registration page [HERE](#)
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ABOUT COTERIE:

COTERIE is the premier women’s apparel, footwear and accessories platform. From contemporary to affordable luxury, COTERIE connects emerging and established brands and designers to an elite list of domestic and international retailers, influencers, and media. COTERIE’s first-class events build exclusive experiences both digitally and in-person that fuel discovery, commerce and connectivity, while inspiring upmarket trends. For more information, please visit: www.coteriefashionevents.com.

ABOUT INFORMA MARKETS FASHION:

Informa Markets Fashion connects and inspires the global fashion community through online experiences, industry insights, and worldwide fashion trade events including MAGIC, COTERIE, PROJECT, and SOURCING at MAGIC. From more effective manufacturing and supply chain opportunities to creative design inspiration and retail on the wholesale floor, Informa Markets Fashion's diverse portfolio supports the entire fashion ecosystem - fostering innovation and driving creativity year-round. For more information on upcoming events, please visit:

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