

FASHION

02/28/08

CLASS TRADE SHOW (MARCH 1, 2, & 3)

Text: Nik Mercer

The Class Trade Show (March 1, 2, & 3 at the Santa Monica Civic Center/Viceroy Hotel) is bound to be something special: the expo is "designed to cater to the premium men's and women's market, bringing eco-friendly living and high-end luxury to the forefront of the fashion industry." While Class embodies the California lifestyle, hundreds of international retailers and brands will be represented... from Nudie to Triple Five Soul; Evisu to Original Penguin; WESC to Royal Elastics.

In addition to being located in the wonderful Santa Monica Civic Auditorium, the event will also feature wine tastings and aims to be carbon neutral (so you won't feel *quite* as guilty ogling that pair of Nudie Slim Fins).

Class is a professional trade show, mind, so you have to be *invited* to attend. You can find an invite request form (PDF).

TAGS: EVENT, EXPO, FASHION, LOS ANGELES, SANTA MONICA

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