

# the Collective

## CLASS Trade Show Recap

Below please find a recap of the 7<sup>th</sup> season of the CLASS Trade Show held February 10 & 11, 2011 at Siren Studios in Hollywood.

### Objectives:

- Secure attendance from local trade publications to attend CLASS and cover the show.
- Invite editors from regional publications and blogs as well as stylists to attend CLASS, exposing them to the latest offerings from the exhibitors.

### Secured Coverage:

#### *Published:*

- CA Apparel News – The CLASS Trade Show was featured in an article published on 02.18.11  
<http://www.apparelnews.net/news/tradeshows/021811-Class-Moves-to-a-New-Time-and-Place>
- DenimTherapy.com – The CLASS Trade Show was featured in an article published on 02.14.11  
<http://www.google.com/url?sa=X&q=http://www.indielookla.com/class-tradeshow-2011.html&ct=ga&cad=CACQAhgAIAEoATAAOABakZPw6gRIAVgAYgVlbi1VUw&cd=m5GcD3cNr4E&usg=AFQjCNE5w4yYR8CPg8phgyRm8tJSbD24kA>
- StyleSectionLA – The CLASS Trade Show was featured in an article published on 02.12.11  
<http://stylesectionla.com/blog/2011/02/12/new-designer-discoveries-at-the-class-tradeshow-in-hollywood/>

#### *Pending:*

- FashionEdits.com
- Senken-Simbun

### Summary:

The Collective secured editors from top regional magazines, trade publications and blogs. In total, we had 22 members of the media attend the show. Due to Fashion Week, attendance dropped this season as several editors who regularly attend were in NYC for the shows. The Collective compiled and distributed 18 VIP gift bags to leading editors and stylists. Full attendee list included:

- AOL City's Best – Lien Ta
- Bliss Magazine – Joey Marshall
- California Apparel News – Andrew Asch
- DenimTherapy.com – Jessie Sandoval Gomez
- Examiner.com – Candace Abbott
- FashionEdits.com – Jennifer Chan
- Fashion Week Daily – Jennifer Chan
- Freelance Writer (Style Section LA, WWD) – Anne Riley-Katz
- JuliB.com – Candace Abbott
- LA Confidential – Elizabeth Morris
- Salebite.com – Christina Uzzardi
- Senken-Simbun – Yoko Fujimoto

- StyleSectionLA – Erin Weinger
- Stylist – Melis Kuris
- Stylist – Rebecca Schatten
- Stylist – Sean Knight
- The Arriviste – Laura Medina
- Vanity Fair Italia – Brooke Adams
- Vital Juice – Jamie Kiffel-Alchech
- WWD – Jill Biren
- WWD – Allison Joyce
- Wear Global Magazine – Sven Oberstein

Below, please find feedback from top media attendees secured during the show as well as afterwards during follow-up:

*Thursday, February 10<sup>th</sup>*

**DenimTherapy.com: Kathy Hassan, Writer**

- Kathy was impressed by the show and the caliber of denim brands that were represented.
- She wrote a review on the show and the denim brands that it offered.

**Fashion Week Daily/FashionEdits.com: Jennifer Chan, West Coast Editor**

- It was the Jennifer's second season attending CLASS and she said she had a blast discovering some new brands. She also very much enjoyed her treatment at Osea.
- She will be covering the show for FashionEdits.com.

**StyleSectionLA: Anne Riley-Katz, Writer**

- Anne is a regular attendee at the show and said she always enjoys coming. She even showed up both Thursday and Friday!
- She wrote a review on the show focusing mainly on some of the women's brands such as Huffer and GG Collective, but her ultimate favorite this year was Prospective Flow.

**Senken-Simbun: Yoko Fujimoto, Writer**

- Yoko interviewed Jason at the show and will be writing about it for Senken-Simbun.

**WWD: Jill Biren: West Coast Director**

- This is Jill's second season attending CLASS and she said she had a wonderful time exploring the show.
- She also mentioned that she discovered some wonderful new brands this season.

*Friday, February 11<sup>th</sup>*

**Examiner.com/JuliB.com: Candace Abbott, Writer**

- Candace enjoyed her Osea treatment and blowout from Aliign Hair Salon.
- Editor took notes on the Osea line for her various beauty columns and will be in touch with any additional questions.

**California Apparel News: Andrew Asch, Retail Editor**

- Andrew interviewed Jason and will be featuring the show in an upcoming issue of CA Apparel News.
- He mentioned that he thought the new venue was very cool and also that he had an amazing time at the opening night party as he always does.

**Stylist: Melis Kuris**

- Melis loves the fact that the show highlights so many men's brands as the majority of her clients are men.
- She mentioned that she always receives inspiration and fresh ideas after visiting the show.

**Vanity Fair Italia: Brooke Adams, Writer**

- Brooke has attended the show several times before and always enjoys the brands it has to offer.
- She also thanked us for the amazing media gift bags this season and was quite impressed with all of the contents.

**Vital Juice: Jamie Kiffel-Alchech, Editor-in-Chief**

- It was Jamie's first time attending the show and she very much liked what she saw.
- She particularly was thrilled to finally meet the Osea team in person as she has worked with them in the past many times before.