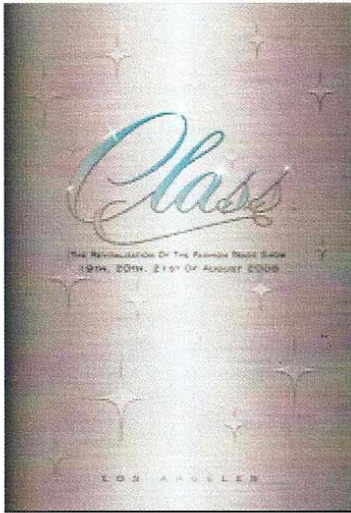




Trade Shows Are The New Fashion Week



Only in California would a trade show offer complimentary Mind & Body seminars to its VIP guests. Think this has anything to do with stocking your boutique full of the latest street wear and eco-friendly garments? Yeah, we don't really get it either. We suppose though, it's just another example of the ever-reaching push towards that capitalist venture called 'lifestyle branding' (an asset and liability [Marc Johns](#) poignantly touches on). [Class Trade Show](#) took place at the beginning of March, and today [WWD reports](#) with an interview with the trade show's founder, Jason Bates. The trade show business has been growing every season with more of the public paying attention to these events. Most likely, this growth is due to the spectacle that has become Fashion Week and the fact that every season, consumers, retailers, and fashion people, become even more alienated from the designers and their clothing. Not convinced? A twenty by twenty foot space at Class Trade Show, including four tables, 12 chairs, eight rolling racks, and three waste baskets will cost you \$16000. Queue trade shows as the new Fashion Week.

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