

The logo consists of the text "We Connect Fashion." in white, stacked vertically, with a small trademark symbol (TM) to the right of "Fashion.". The text is set against a solid orange square background.

We
Connect
Fashion.™

Media Kit

Extend your reach
on the **New**
WeConnectFashion

What We've Built

WeConnectFashion is a leading fashion industry network and trusted b2b destination.

We've been connecting fashion brands, retailers, and service providers with each other and with marketplace intelligence since 1998.

WeConnectFashion Fashion Industry Search Follow us.

DIRECTORIES **HOW TO** **TRENDS** **CONTACT LISTS** **CAREERS** **EVENTS** **RESEARCH**

Connecting fashion brands, retailers, and service providers with each other and with marketplace intelligence since 1998. We help fashion companies succeed with business networking, market research & fashion industry know-how.

WeConnectFashion.

"I love WeConnectFashion and I **recommend** it all of the time."

April Spring
CEO/Designer
FOXERS
Intimates Brand

Visit Our New Digital Trend Shop!
The One-Stop-Shop for all your trend needs.

ENTER HERE

MOST POPULAR

Fashion Industry Promotions
List a Fashion Business
Fashion Buyer & Press Lists
How To Find A Sales Rep
Banner Advertising
List An Event

Tools For Fashion Retail
Start A Fashion Retail Business
Find Brands for Your Store
Associations Directory
Contact Reps & Showrooms
Color Trends

Event Marketing
Picking the Best Trade Shows
How To Connect With Buyers
How To Assemble A Press Kit
Contact Apparel Buyers

Fashion Industry Newsletters
Event & Trade Show Calendar
Trend News
Online Buyers Guide Directory
Newsletter Sign-up

FEATURED COMPANIES

What's Good **Nahanco** **Joyce Echois**
National Hanger

Rocco Sauvage **Helio & Costa** **i-D Mag**

DRISPL.com **MANUFACTURE NEW YORK** **LamanBiu**
Distribution Resources

SCALING RETAIL **NEGATIVE**
Scaling Retail

UPCOMING EVENTS

June 09-11 2014	D & A
June 11-12 2014	Atlanta Shoe Mkt
June 14-17 2014	Expo Riva Shoe
June 15-17 2014	London, Mens
June 16-17 2014	CALA
June 17-19 2014	WWSRA
June 21-23 2014	White Show
June 25-29 2014	Paris, Mens
June 26-28 2014	Pitti Bimbo

[More Events](#)

NEW IN TRENDS

Our Next Evolution

WeConnectFashion has revamped to serve our clients in a more efficient manner.

We have organized the site the way the fashion industry works. This saves time for our clients in discovery, planning, and outreach.

It also offers a wealth of advertising opportunities to reach our niche audience of fashion professionals.

The screenshot shows the WeConnectFashion website homepage. At the top right, there is a link for "Login or Create an account". The main navigation bar includes "We Connect Fashion:" (with a logo), "Contact Lists", "How-To", "Trends", "Research", and "Sourcing". Below the navigation, a banner states: "With over 50,000+ visitors per month, we help fashion companies succeed with business, networking, market research & fashion industry know-how." The main content area features a "How-To: Start A Fashion Business" section with a photo of a woman and the headline "Build your store brand and open shop!". Below this is a "Learn How" button. A section titled "Your Success Starts Here" contains three columns: "LEARN" (Build a better fashion business with educational insider how-tos, research and marketplace information. Learn How), "APPLY" (Know who is in the fashion market, its venues, uptrends, and the types of services available to implement an informed plan that accomplishes goals. Apply Now), and "GROW" (Source and make contact with key personnel at brands, showrooms, service providers, contract manufacturers, suppliers, and retail businesses. Grow More). A large orange banner below this section reads: "WeConnectFashion offers an inclusive network of diverse yet interdependent fashion industry companies with business advise to match. All is designed to save you time in discovery, planning, and outreach. Apply marketplace know-how while engaging trade partners to start or grow a fashion business." The footer includes a "How-To" section with the headline "Ignorance is Not Bliss" and four icons representing fashion-related activities: shopping, fabric, sewing, and a person. The footer also contains links for "Terms & Conditions", "About Us", "Contact", and "Advertise", along with social media icons for Facebook, Twitter, LinkedIn, and Pinterest, and a copyright notice: "© 2015 WeConnectFashion".

It's a brand new day.

With the launch of our new website, promoting your business just got easier.

Promote your company on the new WeConnectFashion and jump-start exposure with contextual placements.

Be seen when they are looking for the type of expertise, product, or service you offer.

Audience Breakdown

- 50,000+ visitors a month
- 33,500+ opt-in email registrants
- 9.5 minutes is the average site visit
- 80% of visitors make business decisions
- 51% of our visitors are from North America. NYC & LA lead the pack
- 49% of our visitors are international
- Approx 45% of our visitors are fashion brands, manufacturers and suppliers
- 55% are retailers, showrooms, media, and ancillary fashion interest groups (ex: apparel marts, financial service researchers)
- While we attract fashion professionals from industry giants, the majority of our visitors work at and/or own small to mid-size businesses.

Website Promotions

Web Banners

Banner promotions are a great way to snag...

We offer placement in three main sections: How-To, Research, and Sourcing. Each section presents categories that have less but more targeted traffic.

How-To

Plan
Produce
Promote
Sell

Research

Definitions
Facts & Stats
Marketplace
Reference Center

Sourcing

Brands
Business Services
Suppliers
Retailers

Main Page Banners

Header \$5500
Side Bar \$3750
Footer \$1500

Section Category Banners

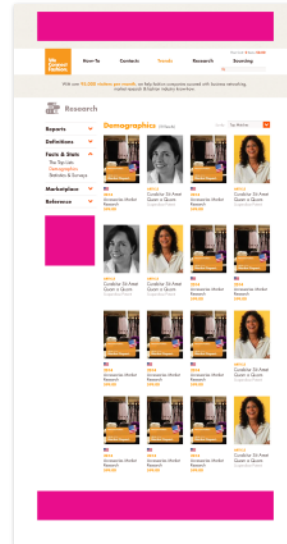
Header \$3000
Side Bar \$2500
Footer \$1000

Specifications

Header 728w x 90h pixels
Side Bar 300w x 250h
Footer 970w x 90h
Format jpg, png, or gif

File size, 50KB max
Animations accepted, 3 loop max

Placement is scheduled and billed per month.



Newsletter: Sourcing

Want an easy way to send your contact information to those looking for new sources? No problem. Want to locate new leads ready for your business? Absolutely. Need to keep your marketing on a budget? So easy.

Just grab a spot on our new Sourcing Newsletter and promote your company.

Banners

\$750

4 banners available per month

Featured

\$425

24 spots available per month

Specifications

Banner 558w x 144h

File size, 50KB max



No animation

WCF handles the "featured" art

The Sourcing Newsletter is sent once a month to 33,500+ opt-in subscribers.


Placement is scheduled and billed per 1x email send.

Problems viewing? See May 2014 trade show events, runway and market dates - [here](#).


  **Sourcing**

The companies listed below are just a few of the fashion businesses you can connect with on WeconnectFashion. This Directory sampler is distributed to 55,000+ international buyers and fashion executives.
[Find out how to list your company.](#)


Brands & Designers



Ben Minkoff
Crafted as a study in classic Americana, Ben Minkoff's **Featured** mid-century ruggedness introduced in Spring 2011, the collection...
Categories:
Creative Services
Industry Expertise
Fabric Finishing



Paz Sintes
Textile Jewelry
Paz Sintes, Textile Jewelry, Ultra Light Jewelry Handmade In The US Out Of House Couture European Textiles. Based On The European Tradition, ...
Categories:
Creative Services
Industry Expertise
Fabric Finishing




Kendra Scott
Jewelry
Based out of Austin, Texas, Kendra Scott designs bold, vivid jewelry rich in texture and color. This trend-forward line boasts focal earrings, ...
Categories:
Creative Services
Industry Expertise
Fabric Finishing

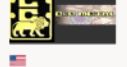
[Discover More Brands & Designers](#)

Banner


Business Services



M & J Trimming Company
Etiam at massa vel dolor consequat consectetur. Fusce aliquet massa ut est sagittis, id convallis odio accumsan.
Categories:
Creative Services
Industry Expertise
Fabric Finishing



C & C Metal
Etiam at massa vel dolor consequat consectetur. Fusce aliquet massa ut est sagittis, id convallis odio accumsan.
Categories:
Creative Services
Industry Expertise
Fabric Finishing



Waterbury Button Company
Featured
Etiam at massa vel dolor consequat consectetur. Fusce aliquet massa ut est sagittis, id convallis odio accumsan.
Categories:
Creative Services
Industry Expertise
Fabric Finishing

[Discover More Business Services](#)

Newsletter: Trends or Research

You need a quick way to promote your company to an opt-in audience online, on-trend, and well researched. Grab a feature banner on the Trends or Research Newsletters and promote to a well-connected group of savvy forecast enthusiasts.

Featured

\$1800

1 available spot per month for Research
2 available spots per month for Trends

Banner

\$1500

1 available per month

Trend News and the Fashion Research Newsletter are each emailed once a month to a growing list of 33,500+ opt-in subscribers.

Specifications

Email Banner 558w x 144h

Featured Images

Research TBD

Trend 297w x 163h


Format jpg, png, or gif

File size, 50KB max

No animation


Placement is scheduled and billed per month.

Problems viewing? See May 2014 trade show events, runway and market dates [here](#).



Research


Our fashion industry market research reports give in-depth information, statistics, insight, and analysis for accessories and apparel business development.



2014 Streetwear Market Report

The Streetwear market makes up one of the most fragmented, but also one of the most dynamic sectors of the apparel industry, with products aimed at young men, women, teens and tweens. There is a large intersection of sportswear, which includes: streetwear, leisurewear and fitness clothing...

[View Product Details](#)




2014 Bridal Market Report

In 2012, in the United States, there were approximately 2.8 million weddings. The wedding industry has grown to an empire of \$48 billion dollars per year. The increase in overall spending on weddings focused bridal companies' revenues and spurred brand expansion...

Featured

[View Product Details](#)

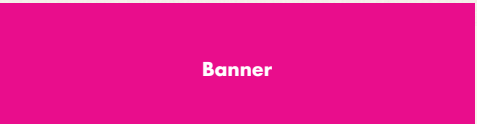


2014 Women's Wear Market Report

The women's apparel market has sprung back to its pre-recession growth rate with a 3% increase in sales in 2012. Analysts forecast that growth in this category will reach 4-5% during the next five years as the economy revives after nearly 5 years of solid contraction. While there was growth...


[View Product Details](#)

[Find More Research Here](#)



Banner


Problems viewing? See May 2014 trade show events, runway and market dates [here](#).



Trends


September

LATEST REPORTS




F/W 2014-15 Women's Earth & Air Textiles

[Read Report](#)




Featured Women's Earth & Air Textiles

[Read Report](#)



F/W 2014-15 Women's Top Footwear Trends

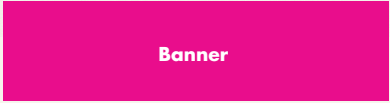
[Read Report](#)



TREND COUNCIL BLUE HAWAII SS 14

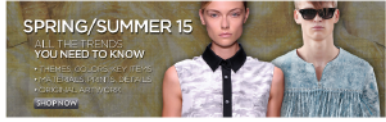
F/W 2014-15 Women's Swimwear

[Read Report](#)



Banner

Trend Shop




SPRING/SUMMER 15

ALL THE TRENDS YOU NEED TO KNOW

- TREND: COLORWAY TRENDS
- TREND: PRINTS - 3D PRINT
- TREND: MATERIALS

[SHOP NOW](#)




Get inspired.

Explore original art & patterns for Fall 15/16

- 16 personalized colors
- Original prints & patterns
- Design patterns for easy reuse
- Downloadable, reusable assets

[SHOP NOW](#)



F/W 15/16 Womens + Mens Color

Explore the trends, colors

- 16 personalized colors
- Original prints & patterns
- Design patterns for easy reuse
- Downloadable, reusable assets

[SHOP NOW](#)

Newsletter: How-To

Our new How-To site section provides an educational platform that helps startups to mature fashion companies build better businesses.

The companion How-To Newsletter offers context to demonstrate thought leadership, expertise, and advocacy. It's also a targeted email media to promote your brand's business services and solutions to our fashion business audience.

We've created better feature options to make message distribution easy. Submit....

Article

Request an affiliate application

Banners

\$1500

2 available spots per send

Featured

\$750

3 available spots per send

Specifications

Email Banner 558w x 144h
WCF handles the "featured" art

File size, 50KB max
No animation

Placement is scheduled and billed per 1x email send.

Problems viewing? See May 2014 trade show events, runway and market dates [here](#).

20+ Years Fashion **How-To**

How in the world are you supposed to source all of the information in the fashion industry and still run your business? Our savvy "how-to's" will guide you through step by step.

September 15, 2014

How to Find Investors for a Clothing Line

One of the most frequent questions I get is how to find an investor to produce a clothing line. Unfortunately, it is much easier to define who won't get money rather than who will. In this series, I'll be exploring the reasons people don't get funding, followed by people who are more likely to get it. To start, here's an example of someone who won't get money and why:

I have a clothing line ready to launch, without going in to it too much. I have everything ENI, EN, wholesale interest and other clientele. I have samples in production as we speak. What I need is a resource for capital. Believe me when I say this will be HUGE!! Some items are patent pending as they are new to the market. I have innovative designs with a unique twist. Everything is copyrighted, trademarked and pending registered trademarks. For our full Executive summary and business plan please contact asap. We are looking to launch the skirts first and move to the active wear.

Here are some reasons why this line won't be funded – at least not by people who are in the business.

First, she says that some items are patent pending -being innovations in the marketplace- copyrighted and trademarked with samples in production and then you find out she's launching tee shirts. There's nothing patentable about a tee. Anybody in the business will know this designer is dramatically overplaying questionable advantages; those statements will only impress others on her same level (or lower) but not backers. That's no way to win over an investor. You need to deal with them on their level and according to the criteria they weigh most heavily.




By
[Fashion-Incubator.com](#)

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[Find More Articles Here](#)

Banner

Related Services

 <p>Capital Business Credit LLC</p> <p>Growing companies with working capital needs count on Capital Business Credit for factoring, credit protection, accounts receivable collection ...</p> <p>Categories Creative Services Industry Expertise Fabric Finishing</p>	 <p>Milberg Factors Inc.</p> <p>Milberg Factors, Inc. is a leading accounts receivable management, acquisition and ...</p> <p>Categories Creative Services Industry Expertise Fabric Finishing</p> <p>Featured</p>	 <p>Rosenthal & Rosenthal</p> <p>Rosenthal & Rosenthal Inc. (RR) is a privately-held factoring and finance company and the principal unit of the Rosenthal Group. Founded in 1938 by ...</p> <p>Categories Creative Services Industry Expertise Fabric Finishing</p>
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[Discover More Business Services](#)

Newsletter: Quarterly Events Planner

Gaining awareness and increasing attendance for any event producer is important. But we want you to promote wisely. That's why we're offering a variety of feature tools for your event, so you pay less money and have a stronger impact.

Retailers, attendees, prospective exhibitors, reps and agents are using our Quarterly Events Planner when scheduling their yearly trips.

Featured

\$1800

12 available spots for 3 months
Includes registration and site link

Logo Image 267w x 134h
Description is 175 characters
with spaces.

Banners

\$1250

4 available spots for 3 month

Size 558w x 144h
Format jpg, png, gif

File size, 50KB max
No animation

Listing

\$100


250 available spots for 3 month
Includes a site link

The Events Quarterly Planner is a special email newsletter sent four times a year to an opt-in subscriber list of 33,500+.

Schedule

JAN send FEB/MAR/APR
MAR send MAY/JUN/JUL
JUN send AUG/SEP/OCT
SEP send NOV/DEC/JAN


Problems viewing? See May 2014 trade show events, runway and market dates - [here](#).

We Connect Fashion.  **Events**

Summer Planner


FEATURED

Aug 7-9
Miami
Shoe Market of the Americas, SMOTA




Shoe Market of the Americas, SMOTA
A trade association for traveling sales representatives in the footwear and accessories industries.
Industry: Footwear, Accessories
Market: Womens, Mens
Price: Off Price, Budget
Visit Site [🔗](#)
[Register Here](#)

Jun 29-Jul 1
Paris
Tranoi Homme




Tranoi Homme, a trade show dedicated to Menswear and Men's accessories.
Industry: Apparel, Accessories, Footwear
Market: Mens
Price: Off Price, Budget
Visit Site [🔗](#)
[Register Here](#)

Jul 2-4
Florence
Pitti Immagine Filati



One of the oldest Trade Shows featuring Yarn Collections for the Knitting Industry.
Industry: Apparel, Accessories, Footwear
Market: Womens, Mens
Price: Off Price, Budget
Visit Site [🔗](#)
[Register Here](#)

Jul 3-5
Paris
FATEX



FateX, the international trade show for the industrial manufacture of clothing and textiles.
Industry: Apparel, Accessories, Footwear
Market: Womens, Mens
Price: Off Price, Budget
Visit Site [🔗](#)
[Register Here](#)

Banner

June

[List Your Event](#)

Sep 13-15
Guatemala City
FIG Fashion Industry Gallery Listing Visit Site [🔗](#)

Industry: Apparel, Accessories, Footwear
Market: Womens, Mens
Price: Off Price, Budget

Sep 13-15
Guatemala City
FIG Fashion Industry Gallery Visit Site [🔗](#)

Industry: Apparel, Accessories, Footwear
Market: Womens, Mens
Price: Off Price, Budget

Sponsor Features

Receive targeted reach and ROI with an introductory priced three month contract that celebrates our NEW site soft-launch. Our team will help to create high-impact, innovative programs by promoting you where your audience engages on WCF. Minimum spend requirement: \$30,000 over 3 months.

The Possibilities

- **Banner Advertising**
Benefit from maximum exposure. A page take-over, pictured right, provides opportunity for three banner messages to dominate prime real estate.
- **Contextual Editorial Placements**
Demonstrate thought leadership with featured content placement in the How-To, Research, or Trends sections.
- **Email Newsletter Promotion**
Receive placement via featured spots, banners, and/or contextual editorial to reinforce your exposure on WCF.
- **Social Messaging**
Your message will be shared with our loyal followers across all WCF social media properties.
- **Sales Referral Program**
Conduct a direct marketing campaign that integrates online / offline message distribution.
- **Promotions Optimization**
Update your messaging, art or landing page link, throughout the campaign. Ideal for testing.



Client Buzz

"WeConnectFashion has been very **effective in getting us in-front of customers** who may not know of us yet."

Lilly Berelovich

President, Chief Creative Officer
Fashion Snoops
Trend Forecasting Service

WeConnectFashion.



April Spring

CEO/Designer
FOXERS
Intimates Brand

WeConnectFashion.

"WeConnectFashion has been truly **instrumental in the growth** of the COAST show the past 5 years."

Karen Bennett

CEO
COAST
Event Producer

WeConnectFashion.

Feedback After Site Relaunch

Awesome site for reference.

Easy to get around and quick load times :)

Have always found great resources on your site. I have been a member since 10 years I already Loved you Guys. Cheers.

I appreciate the constant updates to make it easier to do business using you platform.

I found WCF to be very informative site. I have been following your company since 2008.

I have been using WeConnectFashion for years. I love it.

I learned about this website from an instructor. My new favorite source.

I love you guys! WCF is my go-to source!

I teach fashion design in nigeria, at kaduna polytechnic, kaduna. weconnectfashion site is invaluable to me for teaching, cheers and well done.

I work for a logistics company that caters to the fashion trade show industry. I stumbled onto your website via Twitter...love it! I'm so excited and overwhelmed with all this amazing information I have. Found a treasure.

ITS THE BEST.

Just found it WOW!

Longtime follower and probably learned about you from a trade show.

Seems super better! like the info much more organized :)

The trend info you share makes me look like a rockstar to my boss!!

The subjects you cover grabbed my attention, they are well sourced and direct to the point, rich in handling. Simply Valuable! Keep the good work up.



Add It All Up

Promoting on the New WeConnectFashion will help you meet your marketing objectives. Take advantage of our fashion trade audience and contribute to our growing network of professionals. Alining with us, an industry leader, makes a lasting impression to secure meaningful results.

We're a perfect fit.

For more information and to
participate, please email:

oley@WeConnectFashion.com

212-398-5505

The logo for We Connect Fashion, featuring the text "We Connect Fashion." in white on an orange square background.

**We
Connect
Fashion.**