

23-24 jun. 25

FIMI

summer showroom

Sunny chic



FERIA VALENCIA



# FIMI Summer Showroom



FIMI Spring/Summer responds to a new concept of **SHOWROOM**, designed to be a unique showcase where the freshest and most outstanding trends of the season in **fashion, swimwear, footwear, accessories and layette** are presented.

**FIMI Summer Showroom**, which is held for two days at FERIA Valencia, on **Monday 23rd and Tuesday 24th June**, becomes the perfect meeting point to discover the proposals of the world of children's and teens fashion for:

**Discover collections**

**Open new markets**

**Establish new contacts**

# New Format

**FIMI Summer Showroom** is organized in an agile and dynamic format, where fashion is presented in a different way. It is, in addition to an exhibition space, a platform of visibility for the latest trends, with a full schedule of **fashion shows**

**FIMI Kids Fashion Week** is the only European collective catwalk where attendees can discover the most relevant trends in children's and youth fashion consolidating itself as the thermometer that will set the guidelines for the next season.

During these two days, brands, designers and buyers have the opportunity to create business relationships in a unique environment, where fashion, color and trends become the protagonists.

**FIMI Summer Showroom** is the must-attend event for those looking to stay connected with children's and youth **fashion, swimwear, footwear, accessories and layette.**



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## FIMI Summer Stand

### Including:

- 1 customisable panel, 2,15 m high
- Blueish or fuchsia coloured carpeting
- General hall lighting
- Brand sign and stand number

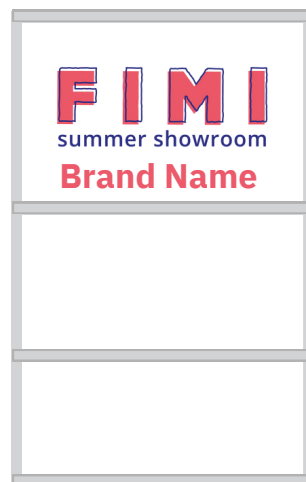
### Carpet color



**Azulón / Blueish**



**Fucsia / Fuchsia**

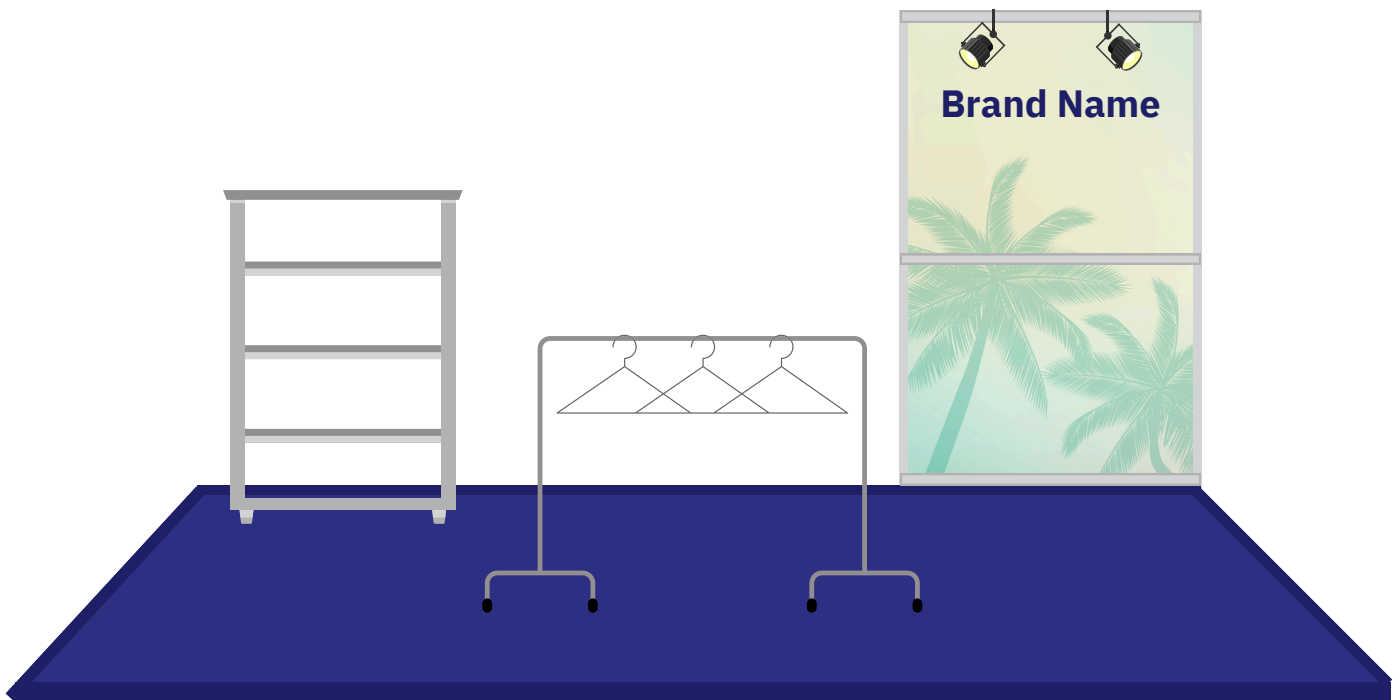




# Extra Items

Extra items you can order

- Panels (customized)
- Coat racks with wheels
- Table
- Chairs
- Key cabinet
- Spotlight
- Ask for other elements such as, shelves, etc



# News Spaces

The spaces in the **FIMI Summer Showroom** are completely **open-plan**, allowing greater flexibility and freedom for each exhibitor to configure their presentation to their own style. You will have at your disposal a totem that you can vinyl with images of your collections or simply show your brand.

The **collections** on display and the **carpet** will be in charge of marking the limits of each space, where fashion and design will be the true protagonists.

An intuitive format that facilitates interaction and highlights the essential:

## FASHION



# New International Markets

**The main objective of FIMI Summer Showroom is to open new horizons in international markets.**

To this end, we have the support of IVACE, Cámara Valencia and ICEX, institutions that support the internationalization of the industry, as well as the collaboration of ASEPRI, the Spanish Association of Children's Products.

Together, we work to facilitate the connection between brands and international buyers, **thus boosting the global visibility of children's fashion, youth, footwear, swimwear, accessories and layette.**

**In FIMI Summer Showroom the national buyer also has a prominent place.**

We are committed to the continuity of small businesses and promoting fashion consumption, aware of the importance of local retail.

**Therefore, the event is designed so that all the protagonists of the sector find in FIMI Summer Showroom a business opportunity.**







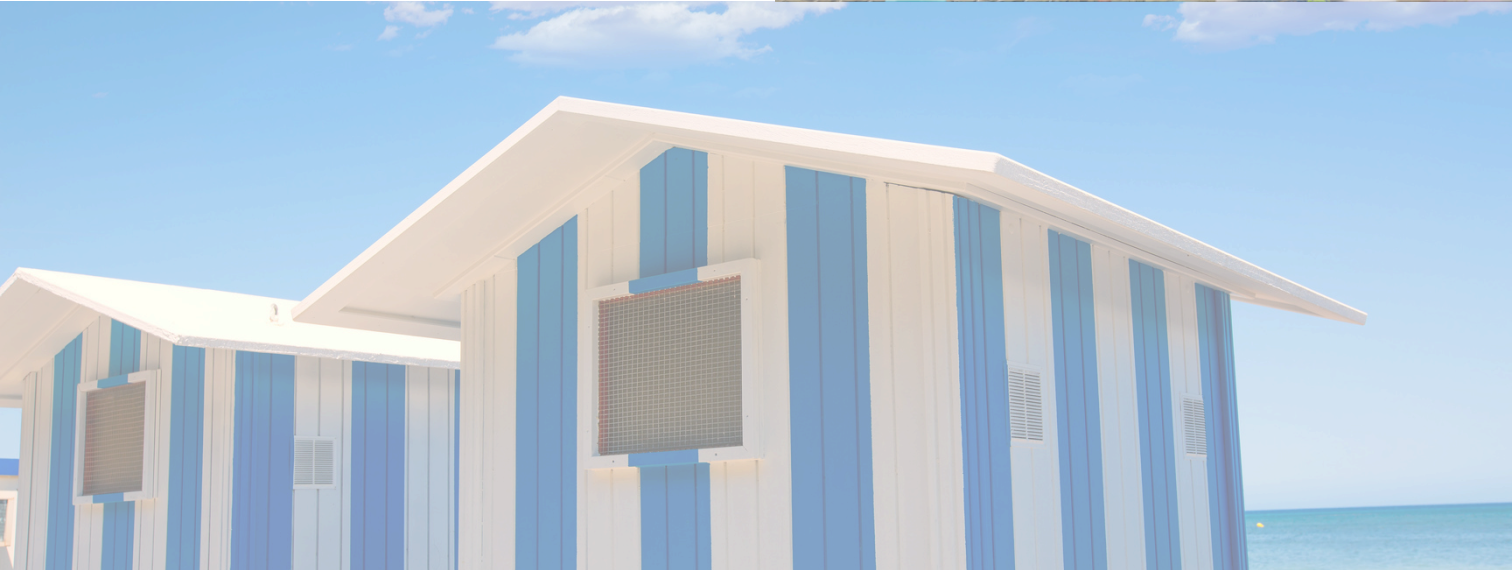
**FIMI BEACH AREA**

# FIMI Beach

This is a showcase with an exclusive selection of brands that will offer a wide range of **swimwear and children's products for the beach.**

A new proposal with a clear objective: to satisfy the needs of international buyers.

This new **FIMI Summer Showroom** event, which combines fashion, lifestyle and entertainment, responds to the needs of foreign professionals looking for a business platform and an inspirational showcase.





# Who are your best clients?

**FIMI Summer Showroom invites you to be part of this exclusive event.**

For this action to be a **win to win**, it is essential that **you contact your VIP clients** to inform them about the fair and highlight the importance of attending.

Discover everything we have prepared for your clients: promotional support in several languages, VIP access to the showroom and much more.

This is a unique opportunity to establish new contacts and show the new collections live. Take the opportunity to invite your most valuable clients and make their FIMI Summer Showroom experience a shared success.

**We look forward to seeing you at FIMI Summer Showroom, a sunny chic experience!**





# Under Valencia's Light







**Call us and  
enjoy the summer with  
FIMI Summer Showroom**







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# SAVE THE DATE

## 23·24 junio 25

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# FIMI

Collaboarte:



GENERALITAT  
VALENCIANA

IVACE+I

INSTITUTO VALENCIANO  
DE COMPETITIVIDAD  
E INNOVACION

Cámara  
Valencia



Organized:



FERIA VALENCIA

