



SOURCING at MAGIC

POST-EVENT RECAP

**AUGUST 19-21, 2024
LAS VEGAS CONVENTION CENTER**



LAS VEGAS:

A SPACE TO GROW, THRIVE, AND BE NURTURED.

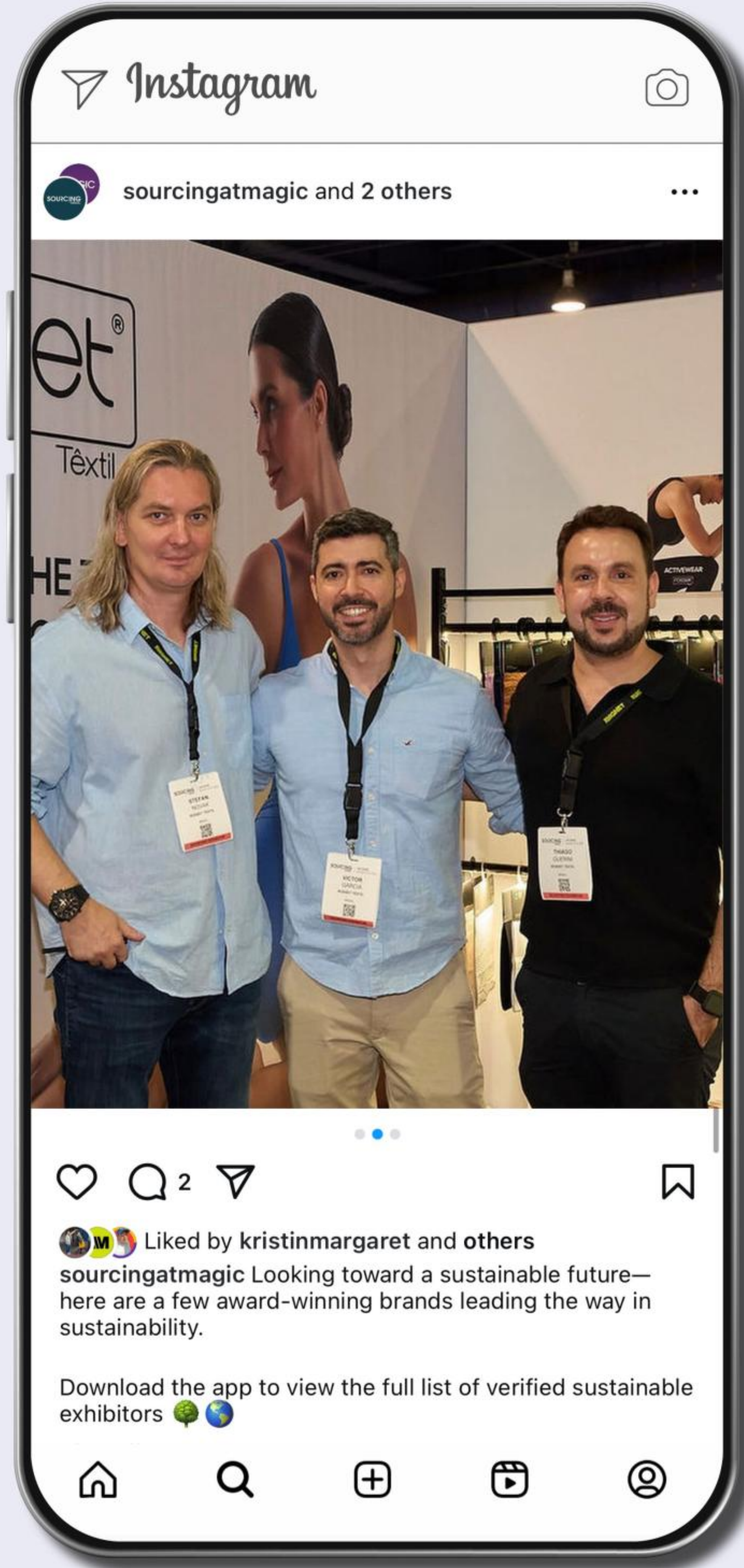
AUGUST 19-21, 2024

New connections and community were found this season at SOURCING at MAGIC. Our expert teams were there to guide the way to a future in fashion where business solutions could be shaped by sustainability, technology, and the entrepreneurial mindset.

SOURCING at MAGIC was the access point to new resources and education for fabric, trim & packaging, apparel, footwear, and accessories sourcing. Our audience tapped into trends to enhance their skills and stayed one step ahead, all while experiencing an energy and spark that ignited new creative ideas and business solutions.

SOURCING at MAGIC embraced the playground of possibilities and brought newness to the community.

UNRIVALED REACH



370,00+
ORGANIC
IMPRESSIONS

across Instagram,
Facebook, and LinkedIn
during the event.

174,000+
ACCOUNTS
REACHED

and over **2,800** new followers
gained during showtime.

36+ MILLION IMPRESSIONS

from press, both pre and post-event with large pick-ups from domestic and international B2B and consumer outlets.

FASHIONADO Forbes EN

msn FASHIONUNITED

L'ETAGE MAGAZINE SOURCING JOURNAL MR

WWD yahoo! finance MARKETS INSIDER

FLAUNT rivet



OUR COMMUNITY

11,700+ ATTENDEES

on the show floor, including a mix of buyers, influencers, stylists, industry experts, press, and exhibitors.

1,270+ EXHIBITORS

joined us on the show floor at SOURCING at MAGIC Las Vegas.

65+ COUNTRIES

represented on the show floor by attending buyers and exhibitors, including those from the United States, China, Mexico, Canada, India, Panama, Pakistan, Colombia, Bangladesh, Guatemala, Vietnam, United Kingdom, Australia, Turkey, Ghana, Taiwan, Peru and more.

“ Our company has grown a lot over the past five years and [SOURCING at MAGIC] definitely has helped with that. Each year we find new manufacturers. And when we come to the shows, we see our existing vendors as well, and they always bring new fabrics and new innovations.”

Southern Shirt Co., Buyer

75% BUYING POWER

on the show floor with **60%** being top decision makers, including CEOs, Presidents, VPs, and more.

47% NEW BUYERS

on the show floor at SOURCING at MAGIC, including online retailers, distributors, importers, and more.

TOP QUALITY BUYERS

Dillard's, Kohls, Speedo, Shein, Aldo, Rag & Bone, Revolve, Sanctuary Clothing, Stussy, Judith Leiber Couture, Haggard, Lord & Taylor, John Paul Richard, Barco, Bealls, Marshalls, Boston Traders, Dennis Uniforms, Earthbound Trading Co. and Lulus.

LAS VEGAS ACTIVATIONS



SUPPLIER SHOWCASE

We featured an immersive display showcasing fabric, trim, and packaging exhibitors. This exhibit served as a trend-focused discovery zone where we highlighted companies and their products from the show floor, guiding the community to learn more about what our exhibitors can offer to businesses.



SOURCING TRENDS

Drawing inspiration from design aesthetics in partnership with Fashion Snoops, the FW25/26 season was brought to life through color within an immersive experience. Styling looks were furnished by SOURCING at MAGIC exhibitor, David Tupaz Couture.



THOUGHT LEADERSHIP

SOURCING at MAGIC is your trusted resource for all aspects of the fashion lifecycle. This season we offered education sessions covering new innovations and trends in fashion technology, the growing trend of nearshoring in the fashion industry's supply chain, and much more.



A FOCUS ON SUSTAINABILITY

Our Sustainability Gallery showcased exhibitors with apparel, accessories, and eco-friendly products that have been vetted & verified for adopting sustainable and socially responsible practices throughout their business.



OUR GLOBAL COMMUNITY

The SOURCING at MAGIC show floor was made up of international attendees coming from **65+** countries and regions, and all 50 US States.

TOP COUNTRIES & REGIONS:

- United States
- China
- Mexico
- Canada
- India
- Panama
- Pakistan
- Colombia
- Bangladesh
- Guatemala
- Vietnam
- Australia



