

THE UK'S LEADING FASHION SOURCING EXHIBITION  
SINCE 2011



FASHION  
LONDON SVP

19TH EDITION

[www.fashionsvp.com](http://www.fashionsvp.com)

Event Guide | 28 & 29 April 2026 | Olympia London

# ABOUT US

Fashion SVP's **19th edition** stands as the definitive, most essential event in the fashion sourcing calendar. Fashion SVP has cultivated a strong alliance between forward-thinking exhibitors and perceptive buyers, attuned to their core objectives and delivering customized strategies that drive superior results. More than an event, it serves as the premier platform for innovative buyers, visionary designers, and leading sourcing professionals committed to building tomorrow's collections with the world's top-tier manufacturers.

We are proud to present an event meticulously designed to foster a direct, successful, and intimate relationship between the world's finest **250+ global top-tier manufacturers** from **over 25 countries** and thousands of influential buyers. This year, discover a concentration of global expertise that is bolder, more dynamic, and more impactful than ever before. Fashion SVP is the **must-visit** destination for senior **sourcing directors**, innovative **designers**, and pioneering professionals seeking to secure the production of their future collections, forge invaluable connections, and stay decisively ahead of the curve in the fast-moving fashion industry.

Seize the moment and **join** the convergence of **global fashion influence** at Fashion SVP. This is your exclusive opportunity to source with precision, design with distinction, and forge the future of your brand's collection, ensuring unparalleled competitive advantage in the seasons ahead.



# GLOBAL PARTICIPATION



25+ countries are showcasing diverse fashion and accessories, highlighting global trends, craftsmanship, and cultural innovation.



## EXHIBITORS



**250+ Exhibitors** from across the globe are presenting in the UK's leading fashion sourcing exhibition.

## BUYERS



**Thousands** of buyers from across the globe are attending the exhibition.

# A COMPLETE SHOWCASE OF GLOBAL FASHION EXCELLENCE

Discover a comprehensive, curated collection of the latest and most distinguished **global** manufacturers across all major product categories, from **Women's, Men's and Children's Clothing, Leisurewear, Swimwear, Lingerie** to **Footwear, Bags and Accessories**.



**APPAREL**



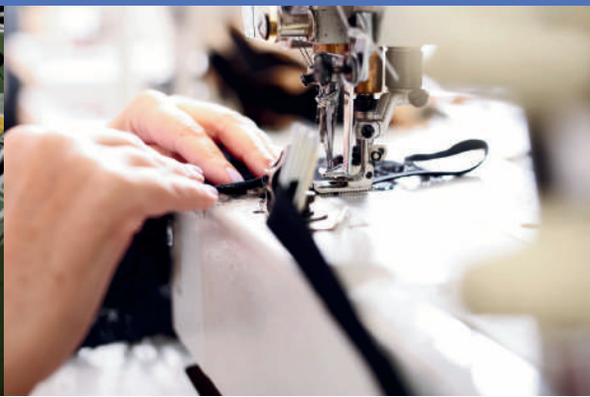
**BAGS**



**FOOTWEAR**

Explore our premium collection of stylish, high-quality apparel, footwear and bags, crafted for elegance and sophistication, exclusively at this prestigious exhibition.





## Sustainable

*SUSTAINABLE FASHION  
EXPO*

Specialised show for apparel, fashion accessories, textile, materials, etc. with focus on Sustainability.

## Textile

*TEXTILE EXPO*

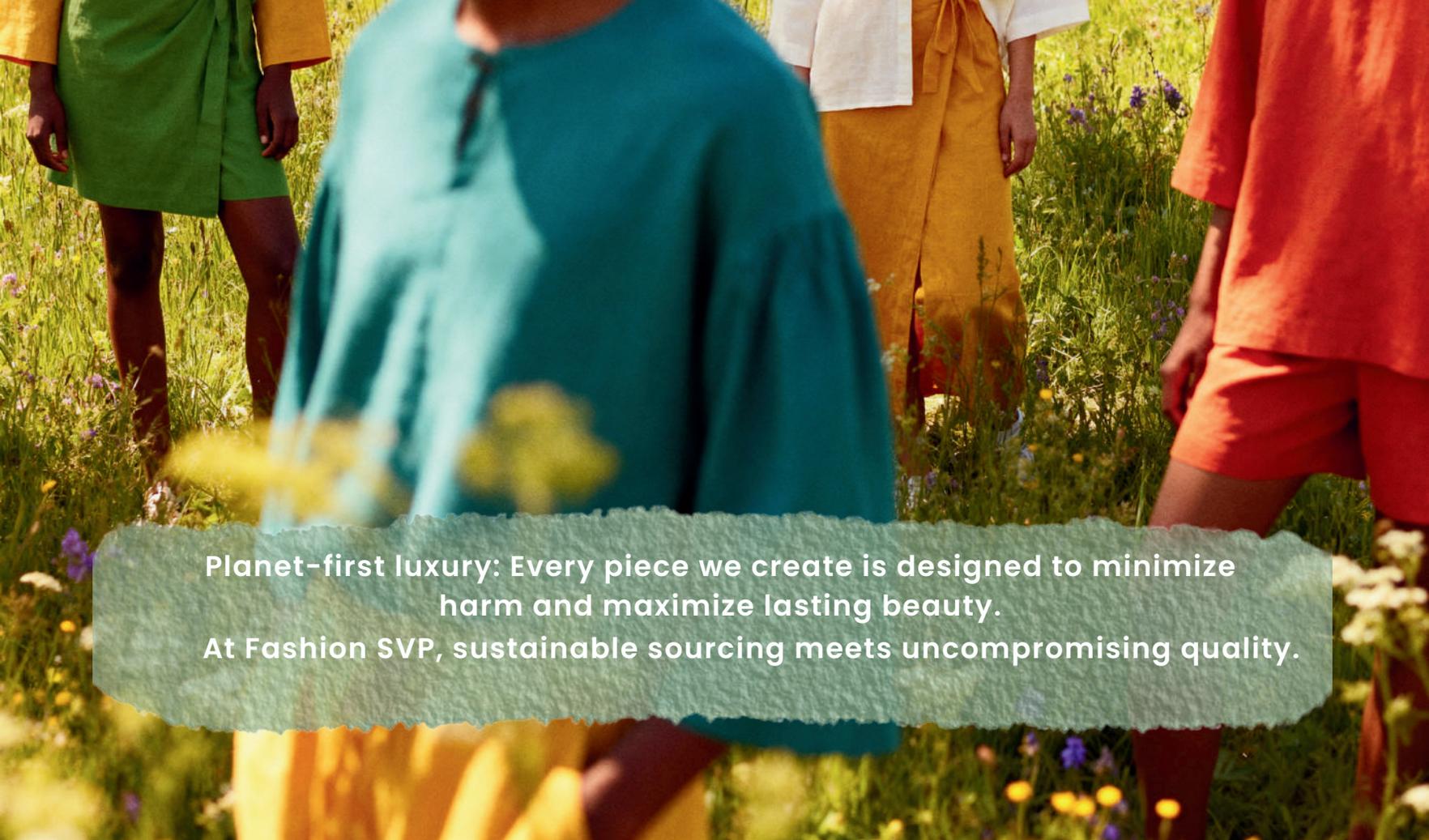
Specialised show for all kinds of textile, leather, accessories and materials for garments and other fashion items.

## Sourcing

*FASHION SOURCING EXPO*

Huge gathering of world wide OEM/ODM manufactures to compare at the leading fashion sourcing exhibition.





Planet-first luxury: Every piece we create is designed to minimize harm and maximize lasting beauty. At Fashion SVP, sustainable sourcing meets uncompromising quality.

We are committed to **sustainable luxury**, ensuring every step of our process, from eco-conscious sourcing to responsible farming, minimizes our environmental footprint. By prioritizing ethical production and utilizing durable, sustainable materials, we create exquisite, enduring pieces that actively support the preservation of nature's delicate balance.



# The Industry's Most Influential

A roll call of the Top Brands and Retail Giants you'll find at the show



Confirmed by the world's most recognizable brand names.

This is where global retail leaders meet their next inspired collection and open doors to unparalleled business expansion.



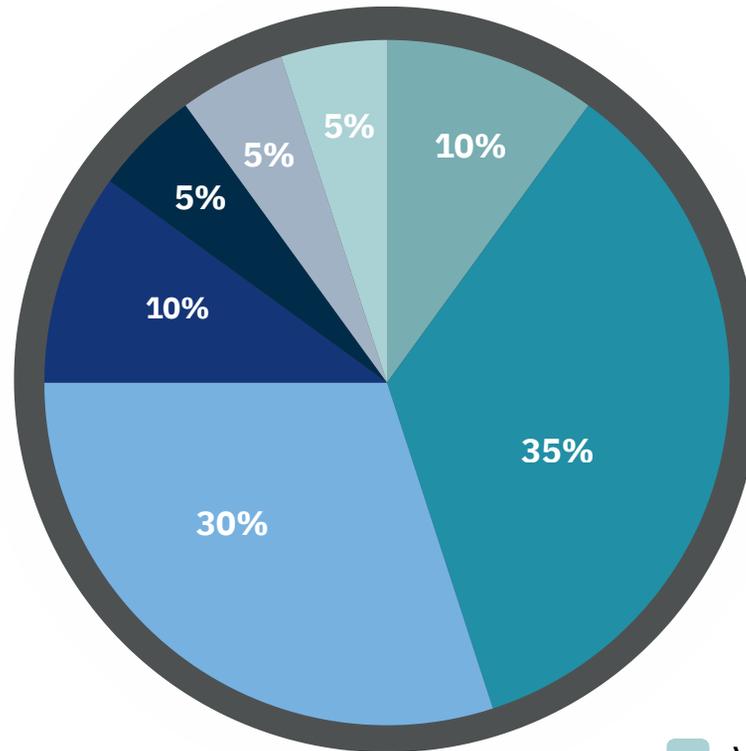
Acquire the collections that influence global style and allocate capital directly into proven, future-shaping ventures.

DISCOVER the groundbreaking trends, innovative designs,  
and visionary leaders setting the industry's next course.



Attended by the buyers who set global market standards.

# VISITORS PORTFOLIO



## KEY ATTENDEES

- CHIEF EXECUTIVE OFFICERS
- SOURCING DIRECTORS
- SENIOR BUYERS
- PRODUCTION DIRECTORS
- HEADS OF BUYING DEPARTMENTS
- HEADS OF PRODUCTION DEPARTMENTS
- SENIOR SELECTORS
- FASHION DESIGNERS

# FASHION SVP 19<sup>TH</sup> EDITION

## DESIGNER OF THE YEAR AWARD

Discover the Visionaries Shaping Tomorrow's Fashion.

FASHION SVP's high-profile award competition, dedicated to scouting and propelling the most promising new talent from UK and European Fashion Colleges and Universities. Fashion students are invited to submit their innovative designs for consideration.

A highly competitive selection process identifies the Top 25 students, who earn the coveted opportunity to showcase their designs live at the FASHION SVP event. Submissions are judged by an esteemed panel of fashion industry leaders.

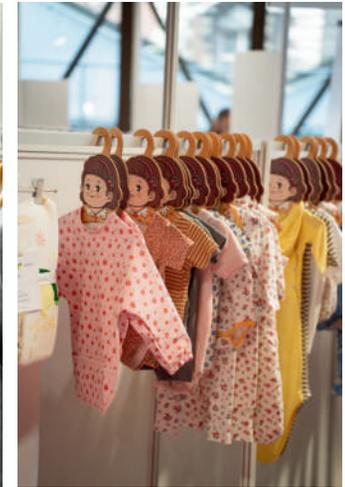
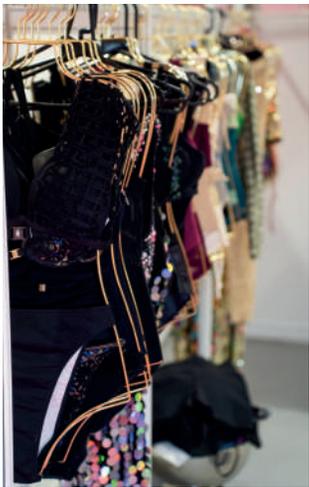


*Kingston University  
Fashion SVP 18<sup>th</sup> Edition  
Designer of the Year Award Winner*

# Fashion SVP Catalogue Advertising: Reach 50K+ Global Buyers

Elevate your company exposure exponentially! We are publishing a premium Fashion Catalogue that puts your company directly in front of 50,000+ global buyers.

We ensure extensive coverage by distributing both physical and digital copies worldwide. This opportunity is amplified through focused marketing, including targeted emailers sent to key contacts and continuous visibility via our social media and website promotion.



## Targeting

Approach segmented core customers.

## Direct Exposure

Propose the plan directly to key personnel.

## Differentiation

Impress and stand out from your competitors.





# BE SEEN. BE REMEMBERED.

At Fashion SVP, hundreds of curated, elite manufacturers will showcase their best.

**Our Marketing Packages are  
designed to help you:**

- Get noticed **before** buyers arrive
- Be remembered **after** the event ends
- Spark **real** conversations with the **right** people

Let your presence work harder — not louder.



# MARKETING PACKAGES

FEATURE	BASIC(Free)	PREMIUM	PREMIUM +
Exhibitor Listing	✓	✓	✓
Social Media Exposure	✓	✓	✓
Email Campaign	✓	✓	✓
Photos & Videos	✗	✗	✓
PR & Press Release	✗	✓	✓
VIP Lounge Access	✗	✓	✓
Website Banner	✗	✗	✓
Key Buyers Meetings	✗	✗	✓
Buyer Contact List	✗	✗	✓
Event Branding	✗	✓	✓
Newsletter Inclusion	✗	✓	✓
Company Signage	✗	✓	✓
Brochure Ads	✗	✗	✓

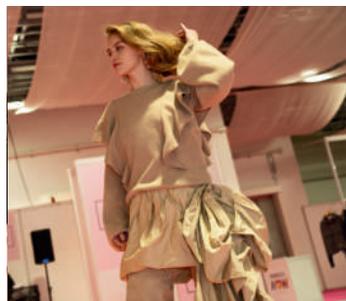
## What You Get: The Content

WALK AWAY WITH EDITORIAL-LEVEL CONTENT

Get the tools to keep marketing your collection for months after the show.

All delivered professionally, ready to share.

# TAKE THE STAGE. MAKE THE IMPACT.



Elevate your company at Fashion SVP's curated runway experience.  
A high-visibility platform to attract buyers, press, and international media.



[media@fashionsvp.com](mailto:media@fashionsvp.com)

# CATWALK PACKAGES

## FEATURES

**Catwalk Producer**

**Models**

**Stylist**

**Makeup & Hair Artist**

**Professional  
Photography & Video**

**Press Coverage**

**Show Guide**

**Event Branding**

## PREMIUM

**1 Day**

**Pro Models Provided**

✓

✓

✓

**Featured**

**Half-Page Ad**

**Logo on  
Catwalk/Signage**

## PREMIUM+

**2 Days**

**Pro Models Provided**

✓

✓

✓

**Featured + Outreach**

**Full Page Ad**

**Logo on  
Catwalk/Signage**

# Success Stories

“There is no way to replace the experience of physically being in a space and building relationships with people you want to work with, and I think that's the value of Fashion SVP.”

“Fashion SVP Designer of the Year Award. An inspirational challenge for our student body” - Head of Fashion College

“Anything that brings us together, that gives us the opportunity to meet new people, new businesses, and find new business opportunities, is a really good thing to do, and Fashion SVP is a perfect opportunity for that.”

“It's a fixture in our calendar” - Head of Clothing, leading UK supermarket

“Seminars are invaluable.” - Business Development Director UK fashion chain

“Excited to meet cashmere suppliers for my brand” - CEO Luxury International Brand

“There is a size shift make in what's happening in the industry today, with materials and developments. That's what I have discovered today at Fashion SVP.”

“Fashion SVP is our go to show for finding new sourcing opportunities”- CEO major UK brand

“Exhibitor we met in 2014 has become our major supplier.” - Production Director UK Department Store

“At FashionSVP 25 we met 3 new exhibitors who we will be working with.” -Head of Design Luxury international brand





## **INTERNATIONAL TRADE SHOW ORGANISERS**

**28th & 29th April 2026**

### **Sponsorship**

We are now accepting sponsorships for our upcoming fashion exhibition. Join us to enhance visibility of your product.



### **Media Partners**

We work with our media partners to tell our story, and in turn amplify our customer's voice. We proudly partner with top-tier media across fashion trade, business press, and consumer outlets.

# FASHION

## LONDON SVP

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**REQUEST EXHIBITING INFO**



[www.fashionsvp.com](http://www.fashionsvp.com)



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