

THE CLOTHING SHOW

Toronto's Weekend Shopping Event!

The Clothing Show is a thriving consumer retail sales event now held biannually in downtown Toronto. It showcases independent designers, retailers and artisans from across Ontario.

With access to over 10,000 young, successful consumers, The Clothing Show is an ideal venue to provide direct marketing of your product in an upbeat, casual setting.

Shopper Demographics

79% Women
21% Men

18-25 44%
26-35 38%
36-45 8%
46-55 7%
56+ 3%



Shopper Profile

Fashion forward, trend setters looking for an alternative to corporate outlets

- With a disposable income, our shoppers make fashion, entertainment and personal appearance a lifestyle priority
- Live and work in the GTA or travel to the GTA specifically to shop

Average Attendance 12,000

Media Coverage

The Clothing Show utilizes a multi-faceted media plan which includes traditional advertising avenues coupled with innovative grassroots campaigns. This includes radio, television, newspaper, magazine and web coverage.

Promotional Partners have included

LOULOU, Fashion Magazine, Showcase Diva TV, Now Magazine, Edge 102.1 FM, Metro News, Toronto.com, Eye Weekly and Flare Magazine.

Promotional Opportunities

Front door distribution of samples in branded shopping bags to visitors

Promotional booth space

Sampling and direct consumer interfacing

Custom sponsorship packages available, please enquire.

Fall Show

Sept 24, 25 & 26, 2010

For additional information please contact:

Clayton Williams

Managing Coordinator

416 516 9859

clayton@theclothingshow.com

www.theclothingshow.com

