



READY[®] to
SHOW | at
mfj
SEPTEMBER 14-17, 2024

WHAT IS READY TO SHOW?

- READY TO SHOW is a professional contract clothing trade show that **started in 2001**.
- READY TO SHOW is an **International Sourcing Clothing Exhibition**, that will take place in **RHO Fiera Milano**, Italy in **September 14-17, 2024**.
- Beside the exhibition, there will be **B2B, round tables** and **fashion shows**.

- READY TO SHOW is the first event organized in Italy to give international apparel, accessories, textiles and leather manufacturers direct access to **major European buyers**, including importers, private labels, large retailers and all other imported apparel and textiles users.
- READY TO SHOW is well-known in Italy as the one and only place to source apparel, accessories, textiles & leather products from non-EU countries.



OUR BUYERS

- READY TO SHOW will reach all **Italian and European buyers** through direct mailing, internet links, and publicity in the European trade and business press.
- A direct **postal and e-mail marketing campaign** has already been initiated, targeting selective buyers' lists, to attract the maximum number of qualified customers.

- The last show was visited by **buyers, 80% from Italy** and the rest from **Europe**.
- Some of our buyers from Italy: Armani, Max Mara, Trussardi, Diesel, Replay, Benetton, Terranova, OVS, Alcott, Yamamay... As well as importers, agents & free-lance designers.

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OUR EXHIBITORS

- Over a total area of net **1,000 sqm** there will be about **100 exhibiting company** coming from different countries.
- There will be **country pavilions** as well as divided according to product type.
- Our exhibitors will benefit with special **B2B activities**

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