

JAVITS CENTER - RIVER PAVILION



# curve

NEW YORK

February 4-6  
2024

# About Curve



“Curve has afforded me the opportunity to shop many brands all in one place. It makes for an efficient use of time”

**Brenda Meadows - The Lingerie Shoppe**

**Curve New York** - our flagship event - has been the reference in the intimate industry for the past 17 years, providing a meeting point for the lingerie community to come together season after season in NY, LA or Montréal.

Curve is unwaveringly dedicated to providing top-of-the-line services and experiences for exhibiting brands and buyers alike to inspire, educate, and drive the intimate industry forward.

**1200 Buyers**

**350 VIP Buyers**

**15 Appointments**

receiving early show floor access & shopping trend recommendations

on average per brand per day

**150+ Brands**

**5-10 New Accounts**

**5 Shows**

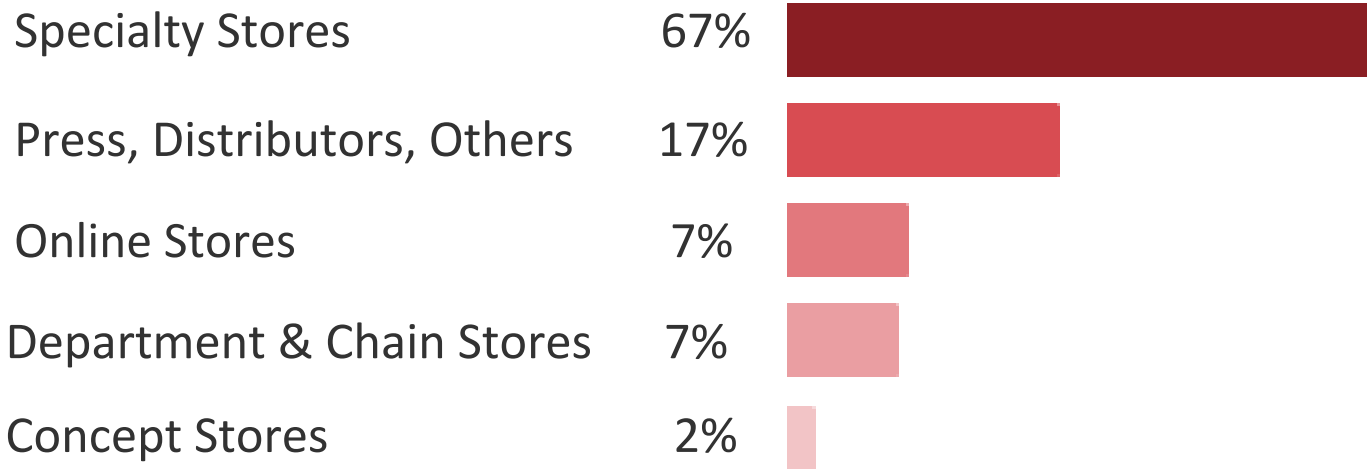
in New York twice a year

on average per brand per show

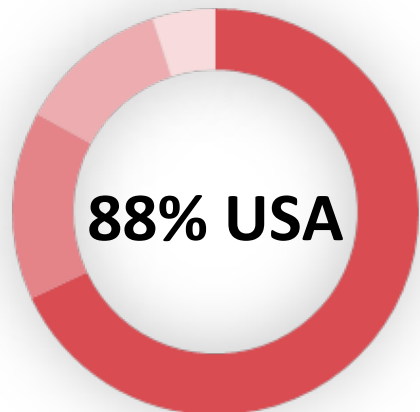
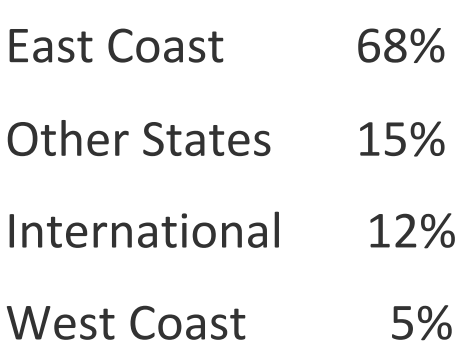
per year in New York, Los Angeles & Montreal

# Curve community

### STORES BY TYPE\*



### STORES BY GEOGRAPHY\*



1200+ qualified buyers



67% of visitors are very satisfied with Curve LA  
71% say they will likely return\*

### THEY COME AT CURVE

ALLURE - ANTHROPOLOGIE - ANYA LUST -ARISTELLE - AZALEAS - BERGDORF GOODMAN - BITS OF LACE - BLOOMERS - BRA GENIE - BRAVO BOUTIQUE - BROOKLYN FOX - BUSTED BRA SHOP - CHANTILLY LACE - FREE PEOPLE - HER ROOM - I.C. LONDON - JOURNELLE - LACE & DAY - LE BOUDOIR - LILLIES & LACE - LIVI RAE LINGERIE - MACY'S - NAUGHTY BETTIE - NEIMAN MARCUS - NORDSTROM - OH BABY LINGERIE - PETTICOAT FAIR - PETTICOAT LANE - SAKS FIFTH AVENUE - SUGAR COOKIES - SWEETEST SIN BOUTIQUE - THE DAIN SHOPPE - TOP DRAWER - TOWN SHOP - TROUSSEAU - REVOLVE - VICTORIA'S SECRET - WALMART - ZAPPOS - ZOE & CO & more ...



We had a great time at the show and we very much appreciate how wonderful the Curve team was.

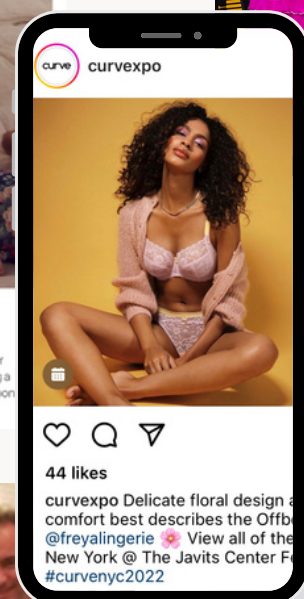
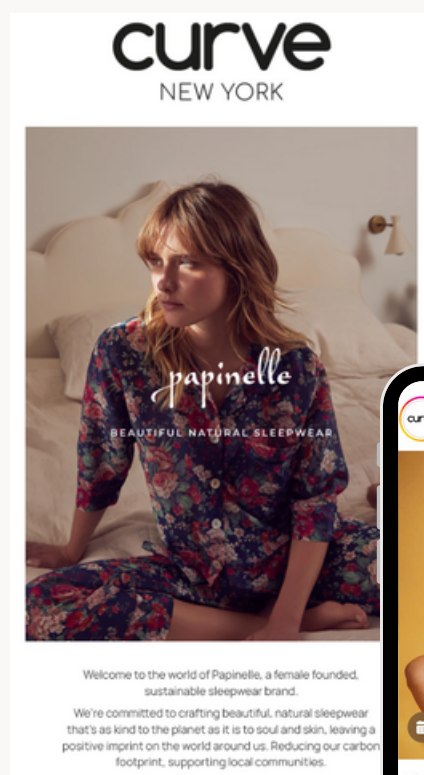
Rachel Johnston – Crave

# Complimentary with your package

- Access to the **weekly Buyer's List\***
- **Online Meeting Space** for appointments\*
- **Lead generation & retrieval\***
- Intensive promotion of your brand in complimentary **newsletters, social media posts, website, videos, and Revealed Magazine.**
- **Cocktail event** during the show
- Access to the **Curve mobile application\***
- **Panel and conferences** to move industry conversations forward and keep our community aware of the trending topics of the intimate apparel market.
- **Custom support** from the Curve team
- **WiWi-Fi access** throughout the Javits Center
- *You can't sell with an empty stomach, enjoy free breakfast, coffee & tea*

*\*included in your \$600 annual membership fee*

# Media & Exposure options



## Digital

- Social Media Post **\$490**
- *Targeted e-blast sent to Curve's registered buyers* **\$1,290**
- Homepage ad on the mobile app **\$1,800**

## Print

- Floorplan logo *printed on the Curve map* **\$590**
- Revealed Magazine ad mailed lingerie stores & distributed at Curve
  - General ad **\$990**
  - Back cover **\$3,500**

## On site Exposure

- Mannequin *display at the entrance of the show* **\$500**
- Bag Insert *in the buyer's gift bag* **\$690**
- Meterboard *placed at the entrance of the show* **\$890**

## Sponsored events

- Sponsored panel **\$5,000**
- Sponsored VIP buyer dinner **\$15,000**
- Other sponsorships opportunities **Please inquire**

Contact: [exhibitor@curvexpo.com](mailto:exhibitor@curvexpo.com)

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NEW YORK  
Feb. 4-6

LOS ANGELES  
Feb. 18-19

COMEXPOSIUM

