



International Luxury Outerwear Expo (ILOE)'s Second Year Promises Growth, Networking & a Bit of Magic

Wednesday March 19, 2014 (New York, NY) — After last year's successful launch of the **International Luxury Outerwear Expo (ILOE)**, which took place at the Donald E. Stephens Convention Center in Rosemont, IL, Show producers are counting down the days until the 2014 Show which takes place from April 27 -29.

The Show's knack for expanding the luxury outerwear category well beyond fur garments was a huge draw for discriminating luxury retailers and specialty boutique owners looking to source fur, leather, shearling and cashmere outerwear and even accessories. "Not your typical show", was the resounding consensus that attendees, and participating brands were left with because the Show not only delivered a convenient and accessible product mix, it also delivered a whole new crop of buyers that had not been seen at any other shows for many years. Perhaps that's a testament to ILOE being in a centralized U.S. destination and virtually in the backyard of many neighboring states easily and affordably accessible by a short car, or plane ride. Now that's strategic planning!

The 2014 Show is slated to grow by 30%, featuring over 83 exhibitors, thus increasing product mix and providing even greater value for buyers. The Show's reputation has grown so explosively that it has moved away from being a more national event and has attracted known international brands from 7 countries including Canada, France and Italy who will be showing for the first time this year.

Opening Night Cocktail Party & Fashion Presentation

The best networking is often done over cocktails and ILOE is bringing back their Opening Night Cocktail Reception on Sunday evening following the close of the Show. Free libations and hot appetizers symbolize the perfect way to celebrate the Show's successful opening. The evening's laid back format provides an opportunity for buyers to continue their deal-making by allowing them to meander around the Show floor engaging in relaxed conversations with the brains behind the brands. To add to the excitement for this year's Show, the addition of an exciting fashion presentation, complete with runway, will bring to life a sampling of the fashion trends that are available at the Show.

ILOE Casino Night & FICA Fundraiser Dinner/Auction

Whether you're a gambler or not, the utter exuberance and good will felt at last year's ILOE Casino Night & Fur Information Council of America (FICA) Dinner Fundraiser was infectious! Back by popular demand, the Monday evening festivities (at the Embassy Suites) will focus on fun, camaraderie, surprise entertainment and showing support for FICA's many worthwhile programs to promote and protect fur fashion in the worldwide marketplace and legislative arena. To purchase tickets contact **Scott Bernstein** at RendezVous N.Y. (212) 268.7070; **Alan Zuckerman** at Chosen Furs (805) 499.4937, or Show Manager **Gina Sullivan** at gina@iloeshow.com.



After the fundraiser dinner, ILOE invites you to try your luck at the tables and with your free casino chips that are redeemable for raffle tickets you may enter into a drawing to win an array of prizes.



Social Media How To Presentation

One of the core goals of ILOE is to give attendees valuable tools to help grow their business and brand visibility in a competitive and ever-changing economy. One such valuable asset in any business' arsenal should be an effective and well-rounded social media strategy. On Tuesday April 29th from 7:30am – 8:30am representatives from FICA's marketing team will be on hand to give a formal presentation about the essential platforms that one must consider building a presence on for optimal social media penetration. Whether you're considering Facebook, Twitter, Pinterest, or Instagram, the FICA team will help you decipher which outlet is best for your business' needs. Attendees will walk away with valuable information on the unique features and benefits to each of the hottest platforms dominating the social media sphere.

A valuable commerce destination for the luxury outerwear industry, ILOE is heralded for bringing together the industry for the purpose of networking and doing serious business in an easy, laid back and professional setting and, this year the Show promises that and then some!

For more information on exhibiting at, or attending 2014 ILOE, go to www.ILOEShow.com. To reach Show Manager Gina Sullivan contact her at Gina@iloeshow.com / (630)-254-3012 for further details.