

JUST AROUND THE CORNER

Spring →
Summer
2024



EMBASSY OF DENMARK
The Trade Council

SMEdenmark



Funded by
the European Union

London Tobacco Dock



Sunday 16—
Tuesday 18 July
2023

London's East End has always been synonymous with the fashion industry

Tobacco Dock was built in 1812 as a bustling hub for luxury commodities from the New World. Sensitive and ambitiously restored in 2012 Tobacco Dock has sealed its reputation as one of the coolest events spaces in the capital. The Grade 1 listed building is a masterpiece of industrial architecture and an icon of the East London landscape and the perfect setting for our SS24 show.

Tobacco Dock

The Dock, Tobacco Quay,

Wapping Lane, London E1W 2SF

Conveniently located for
national and international
buyers and exhibitors

The venue is a statement in
industrial-chic, appealing to
contemporary buyers and brands

JATC Zones

Specific Zones highlight and hero current changes in retail's approach



Menswear

Along with our established blend of streetwear, up and coming brands a wide commercial offering, SS24 sees the continued growth of formal, smart, sport, denim, skate, surf, lifestyle, heritage as this zone becomes a focus of any buyer's visit to the show

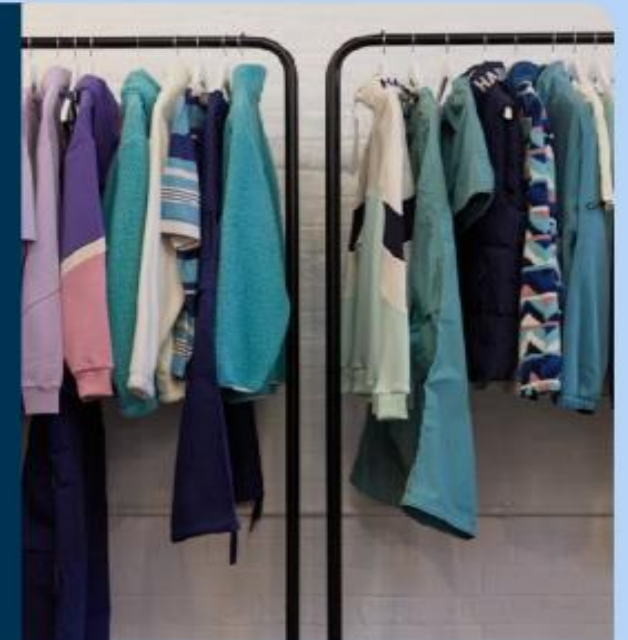


Womenswear

To add to the expansive brand mix, will be the sustained growth of lifestyle, ath-leisure, sports, streetwear, contemporary, denim and boutique brands

Together

This new zone will house brands that span both women's and men's collections as well as brands that promote unisex or genderless ranges and will be positioned between the main areas for the established womens and mens zones



THE EDIT

A separate/dedicated womens zone, that houses our elevated brands and also ones catering for a more mature consumer



Responsible

As we continue to support the industry as consumer patterns swing towards brands with green credentials JATC have bought in an industry curator and are expecting over 30 sustainable brands to join our dedicated zone by next season.



Footwear & Accessories

Now with a firmly established roster of brands, growth of this area will see further focussed categories. The stands in these categories are now positioned within the womens and mens apparel zones and brands.



Beauty & Lifestyle

Initially introduced as a new area for London AW23, it has now grown to offer extensive and varied products including Beauty, Candles, Fragrance, Grooming, Home Fragrance, Hometech, Homeware, Jewellery, Skincare, Wearable Accessories, Watches and Wellness and more and SS24 will see it's debut in Manchester



Stand Pricing:

A stand consists of:

- Combination of 4 x Rails/Shelving/Display Table
- Brand Signage
- Writing Table & Chairs
- WiFi

The price for the first stand is 14.585 DKK. The price for additional stand is 10.000 DKK.

You can buy a maximum of 2 stands.



Why go with us?

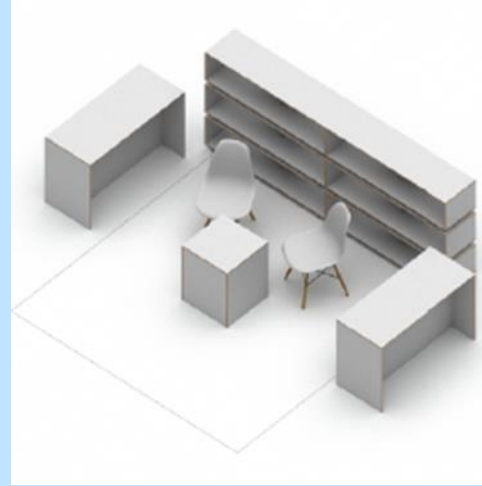
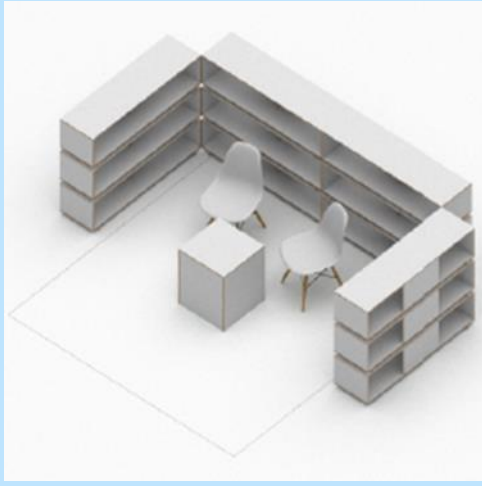
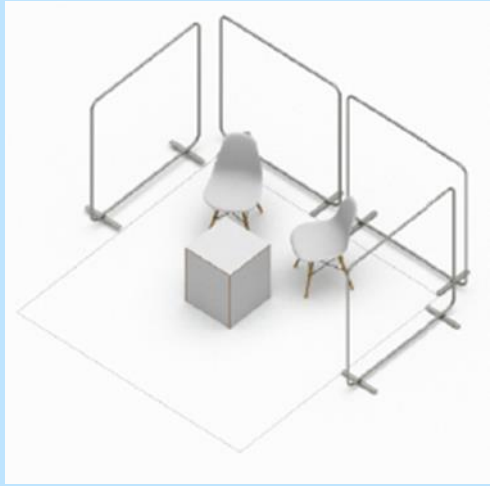
The Trade Council in London and SMEdenmark are organising a greater Danish participation by identifying relevant Danish designers to exhibit at the show.

By signing up to JATC through us and qualifying for Brexit funding, designers will achieve a considerable discount when at least seven designers sign up.

The Trade Council and SMEdenmark will also facilitate the planning and preparation of the show and support throughout the show.

Stand Furniture

Below are examples of the different combinations of furniture options available for one stand. Each stand comes with 4x display units of rails, shelves or tables or a combination of each. All stands come with a writing desk and X2 chairs included as standard.



Included are a Combination of;

Rails: W. 160cm H. 185cm D. 45cm

Shelving Unit W. 160cm H. 135cm. D. 44.5cm

Table: W. 140cm H. 90cm. D. 60cm

Plus: Writing Desk W. 60cm H. 75cm. D. 60cm

Contact & Sign up Details

To participate, fill out the last page and send to:

Trade Advisor at the Danish Embassy in London, Carina Vester Simonsen

Email: carsim@um.dk, Mobile: +44 (0) 78 2470 7113

Or Head of International Trade and Relations, SMEdenmark Jens Kvorning

Email: kvorning@SMVdanmark.dk, Mobile: +45 30 59 06 86

Registration:

☐

4 display units – 14585DKK

- Please chose 4 of the following: ☐ rail(s), ☐ table(s) and/or ☐ shelving unit(s)

☐

8 display units – 24585DKK

- Please chose 8 of the following: ☐ rail(s), ☐ table(s) and/or ☐ shelving unit(s)

Company:

Contact Person:

Address:

E-mail:

Additional Participants:

Date:

Signature:



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