

Prefab Focuses on Premium Apparel Market

It takes the best to make the best.

Supima is proud to report that our second trade show, **Prefab: The Supima Premium Fabric Show**, was an overwhelming success.

The show, held July 17 - 19 at New York's handsome Gotham Hall, attracted over 850 buyers from top designers and brands, including Ann Taylor, AG Adriano Goldschmied, Bills Khakis, Lilly Pulitzer, Marc Jacobs, Tommy Bahama, and Vera Wang. Representatives from apparel groups included Block Corporation, Esquel, Jones Apparel, Liz Claiborne, MAST Industries, Perry Ellis, and PVH. Retailers included Anthropologie, Bonton, JCPenney, Macy's, Talbots, and Uniqlo.

The preeminence of these attendees reflects Prefab's continued momentum in making buyers aware of our exclusive focus on premium product.

Intimate in size and high in quality, Prefab featured 15 exhibitors displaying Supima products that ranged from knit tops and fine shirting to denim and twill bottom weights. The enthusiasm was palpable as attendees chatted with exhibitors and the show's organizers, called colleagues on their cell phones to urge them to come over, commented on the lush vintage ads that were the show's design centerpiece, and queued up to attend the show's popular trend seminars by David Wolfe, Paul Pelssers, and Carolyn Egan.

Supima greatly appreciates the participation of its mill partners as well as the fantastic attendance of the buyer community. The next Prefab will take place in New York in January 2008 during the apparel fabric market week.