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FOR IMMEDIATE RELEASE

CAPSULE SET TO DEBUT IN LOS ANGELES

Progressive Contemporary Tradeshow To Launch New Women's Edition for LA Market Week

APRIL 2016, NEW YORK, NY: Capsule announced today that it will add a Los Angeles edition to its schedule of innovative trade shows. Capsule Los Angeles will feature a global curation of established and emerging contemporary women's wear labels in downtown LA at the California Mart on October 17 & 18, 2016.

"Capsule is heading to Los Angeles in response to a growing demand in our community, particularly from East Coast brands, who wish to show at LA Market due to the high caliber of retailers who attend," said Capsule co-founder Deirdre Maloney. "Demand for our niche of progressive and advanced contemporary labels is growing right now, especially on the West Coast, and we're launching there in order to meet that demand. Downtown LA is a great, revitalized destination for shopping and culture right now; we're excited to be adding presence there to our calendar, in addition to our shows in New York, Paris and Las Vegas,"

Attendees to Capsule's first Los Angeles women's show can expect a more curated assortment than the company's New York women's show, which currently houses more than 600 participating brands. With a focus on advanced and progressive contemporary labels, the show expects to debut with 100 brands from around the world across categories of active, swim, accessories and lifestyle in addition to apparel. Capsule Los Angeles will cater to East coast-based and European labels looking to attract West coast accounts. Democratic display fixtures, a rich base of the world's most exciting emerging labels and the infectious vibe for which Capsule is known will remain hallmarks of this new edition.

Buyers and media may preregister here: www.register.capsuleshow.com/

About Capsule:

Capsule is the fashion and lifestyle event that showcases today's best high-end, progressive labels and directional, independent designers. Presenting a fresh approach to the fashion tradeshow, Capsule's community reflects the look and tastes of the advanced consumer. A strictly juried show, what is constant across all Capsule participants is a premium level of ideas, overall aesthetic, styling, fit, design and brand messaging. Capsule was created in 2007 by NY-based fashion consultancy BPMW and was acquired by Reed Exhibitions in 2013. www.capsuleshow.com

About Reed Exhibitions:

Reed Exhibitions is the world's leading events organizer, with over 500 events in 42 countries. In 2012 Reed brought together over seven million active event participants from around the world, generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and are organized by 34 fully staffed offices. Reed organizes a wide range of events, including trade and consumer exhibitions, conferences and meetings. Its portfolio of over 460 events serves 44 industry sectors. www.reedexpo.com