

**MAGIC**  
VEGAS

# **MAGIC**

## **International Exhibition of Men's, Women's and Children's Apparel and Accessories (MAGIC, WWDMAGIC, MAGIC kids, Sourcing at MAGIC)**

---

LEADING INTERNATIONAL TRADE FAIR

5 – 7 February 2020

Las Vegas, USA

### **DATE CHANGED**

Exhibition date February 2020

## **GENERAL OVERVIEW**

---

### **5 – 7 FEBRUARY 2020**



#### **Location**

##### **Mandalay Bay Convention Center**

3950 Las Vegas Blvd. S.

89119 Las Vegas

USA

America

---



#### **More dates**

August 2020

---

#### **About the expo**

MAGIC is the world's largest fashion marketplace, comprised of eleven unique communities showcasing the latest in apparel, footwear, accessories, and manufacturing. Every February and August the retail industry convenes in Las Vegas to spot and shop the latest trends.

#### **More Facts**

##### **Show type**

Leading International trade fair

---

##### **First year of expo**

1942

---

##### **Branches**

Apparel, Clothing, Fashion, Ready-to-Wear

### Products / Sectors

Women's apparel and accessories, elevated contemporary and designer collections for men, branded and licensed apparel for men and young men, global contract manufacturing and sourcing agents and leading domestic and international fabric and trim suppliers

### Open to

Trade visitors

### Frequency

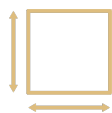
Twice a year, with several trade fairs

### Expo Website

<http://www.ubmfashion.com/index.php/shows/magic-february>

### Expo Statistics

## 2018 - August



NET SQM

79,211



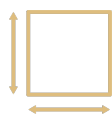
EXHIBITORS

5,268



VISITORS

73,849



NET SQM

80,319



EXHIBITORS

5,327



VISITORS

75,800

Visitors' data: with several trade fairs

Net square meter data: with several trade fairs

Exhibitors' data: with several trade fairs

### Visitors

Fashion industry professionals, fashion designers, executive-level retail decision

makers, fashion and lifestyle media, trend watchers, and buyers from major metropolitan cities as well as suburban areas and smaller towns

## EVENT ORGANISER

---

### UBM FASHION / INFORMA MARKETS

2 Penn Plaza, 15th Floor

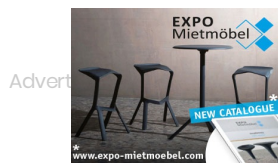
10121 New York

USA

America

Phone: +1 218/740-6873

[Open Website](#)



### SHARE THIS EXPO

