



**CLASS Trade Show Graduates with Honors**  
***The Revitalization of the Fashion Trade Show***

Now in its summer session, CLASS trade show - best known for its reputation as a meeting place for cutting-edge, premium designers and retailers, its commitment to the finest services a trade show can offer, and its mission to have a carbon-neutral impact on the environment - anticipates a much bigger and more prominent roster across the board. And that's only the beginning...

CLASS is the ultimate California experience. Fusing the laid back yet invigorating 70's beach vibe (retailers are offered spa treatments and surf lessons, amongst other things) with a progressive eco-initiative (a rain garden from Rock N' Renew for starters), CLASS brings together the best of all worlds and offers the most unique trade show there is to date. Where other trade shows have rapidly become a feeding frenzy of mass market retailers and overcrowded, uninspired designers, CLASS seeks to be the exact opposite. Instead, CLASS is an exclusive, curated group of hard-to-find prestige designers who aren't looking for mass exposure to tons of eyes that don't matter - they want quality over quantity.

"CLASS was created as a reaction to the dullness and overwhelming lack of inspiration that exists at other industry trade shows," says Jason Bates, the visionary creator of CLASS. "Vegas has become an overwhelming corporate behemoth that while important, lacks creative newness, stimulation and edginess of a true fashion leader. I feel that it is time to bring it all back home, to California, where it began."

With the perfect storm of key retailers (some of which that are flown in specifically for the event), prominent, hip designers, pampering spa services and eco-friendly sponsors, CLASS is poised to make a tremendous difference both in the fashion community and the environment. CLASS is all about the experience and making a trade show feel less like work, and more like a creative experiment.

"From a retail perspective, CLASS offers the most unique outlet for top contemporary designers and it does so in an exciting, diverse setting," says Karen Meena, Vice President of Buying and Merchandising for Ron Robinson at Fred Segal. "We also love the positive impact it is making on the environment - as retailers we see more and more designers trying to make their mark and be more world conscious, and to have CLASS provide them with a forum for this is truly exemplary."

With a roster and syllabus like that, it is clear that CLASS is a head above the rest!

For more details on all services, vendors and retailers that CLASS has to offer, please see the attached pages.

For more information or to schedule an interview with Jason or one of the retailers or designers, please contact Alex Dickerson at 310-570-9995 or via email at [press@classtradeshow.com](mailto:press@classtradeshow.com).

