



# allfashion sourcing

CAPE TOWN

**19 – 21 OCTOBER 2021**

[www.allfashionsourcing.com](http://www.allfashionsourcing.com)

# THE LARGEST TEXTILE AND FASHION TRADE SHOW IN SUB-SAHARAN AFRICA

allfashion sourcing Cape Town is a business oriented market place for the textile and fashion industry, combining African creativity, design and manufacturing with international sourcing options.

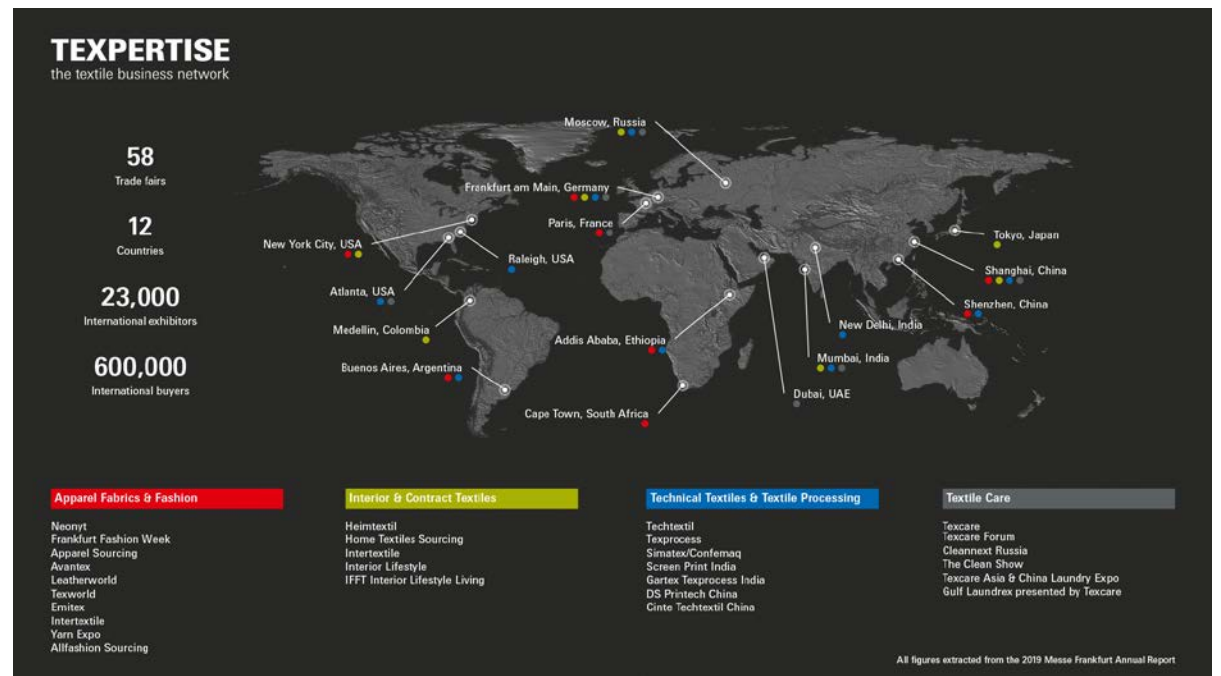
# TEXPERTISE

the textile business network

Messe Frankfurt Texpertise is a combination of the world's most important textile trade fairs. At over 50 events across the globe we showcase what is driving the industry. A total of 23,000 exhibitors and more than 600,000 visitors from all points of the globe are attracted by the latest themes, trends and contacts. In Frankfurt, Paris, Shanghai, Moscow, New York, South Africa and elsewhere we provide impetus to the entire textile value added chain.

Find out more about us now. [www.texpertise.messefrankfurt.com](http://www.texpertise.messefrankfurt.com)

## THE ENTIRE INDUSTRY UNDER ONE ROOF



# HYBRID SOLUTION FOR 2021

## SOURCING REIMAGINED

### **allfashion sourcing**

CAPE TOWN

The world has changed due to COVID-19 and one thing has become abundantly clear, companies are looking to find cost effective ways to market their brand to a targeted audience of potential buyers.

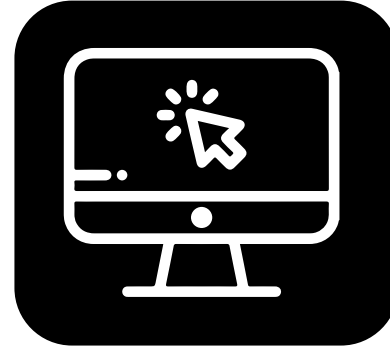
For this reason and to continue the quest to support the textile, leather, footwear and fashion industries in Southern Africa, allfashion sourcing Cape Town will open its 2021 event as a hybrid edition.

The live and online event will serve as an alternative platform for manufacturers to continuously connect and network with buyers as well as keep their presence in the global market.

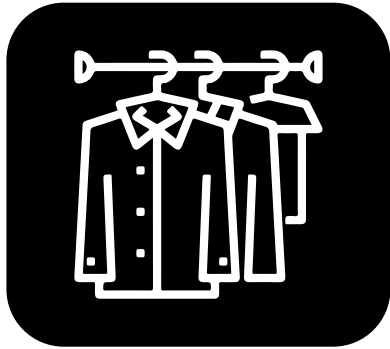
# POP UP SHOWROOM



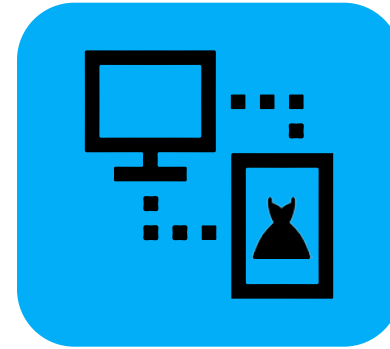
3-day live event whereby only buyers will be allowed into a venue to fully engage, touch & feel every aspect of your products.



3-month online platform which will run parallel to the physical show to widen your influence and reach with buyers



You will showcase your products in a specifically designed showroom concept stand which our team will design, facilitate and build on your behalf.



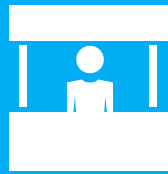
Your physical stand will link back to the virtual platform so buyers can easily find more information about your company and your specific products



All of your products will be sent to us prior to the show which we will set-up on your stand.

# FAST FACTS VIRTUAL

 **7,145**  
TOTAL PRODUCTS


**194**   
TOTAL EXHIBITORS

 **78%**  
VISITORS WHO MAKE/INFLUENCE  
PURCHASING DECISIONS

 **2,742**  
TOTAL ACTIVE USERS


  
**2,018**  
TOTAL MEETINGS

**726**   
TOTAL CONNECTIONS

 **15,969**  
TOTAL RECOMMENDATIONS

# FAST FACTS PHYSICAL


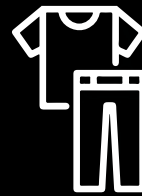
 **3,046**  
TOTAL  
ATTENDEES

 **21%**  
INCREASE IN ATTENDANCE  
FROM 2018

 **300+**  
TOTAL EXHIBITORS

**270**   
PRE-SCHEDULED B2B MEETINGS

 **1,179** NUMBER OF VISITORS MAKE/INFLUENCE  
PURCHASING DECISIONS

**10**  **20**   
INDUSTRY FOCUSED  
SEMINARS EXHIBITOR  
FOCUSED  
FASHION  
SHOWS

INDUSTRY FOCUSED  
SEMINARS

**18**   
INDUSTRY  
EXPERT  
SPEAKERS

# WEBSITE & SOCIAL STATS

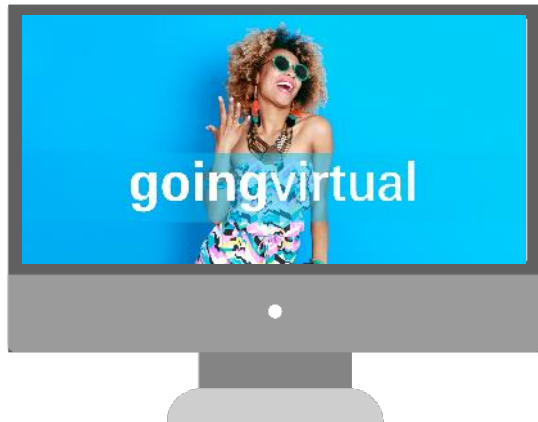
TOTAL SOCIAL MEDIA FOLLOWING

**7,800 +**



WEBSITE VISITS IN THE LAST 12 MONTHS

**150,000 +**



[www.alfashionsourcing.com](http://www.alfashionsourcing.com)

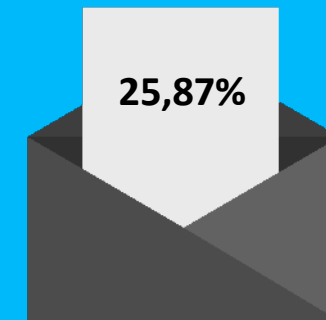
**15,000+**

APPAREL, TEXTILE AND FOOTWEAR  
DATABASE



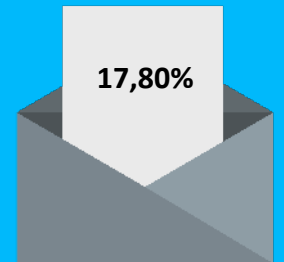
OPEN RATES

**25,87%**



**allfashion  
sourcing**

**17,80%**



**SECTORS  
AVERAGE**

WHY PARTICIPATE at allfashion sourcing Cape Town 2021?





# FRINGE PROGRAM



**YOUNG  
FRICAN DESIGNERS COMPETITION**



**SUSTAINABILITY FOCUSED  
WORKSHOPS**



**B2B MATCHMAKING**



**TREND TALKS**



**EXHIBITOR FASHION SHOWS**



**INDUSTRY FOCUSED  
SEMINARS**



**SPECIAL PRODUCT SHOWCASES**



# The UN Global Compact Sustainable Development Goals (SDG) at

**allfashion  
sourcing**  
CAPE TOWN

**WHAT TO  
EXPECT?**



**SUSTAINING THE PEOPLE,  
PLANET, PROSPERITY, PEACE  
AND PARTNERSHIPS**



**Sustainable Fashion  
Showcase**



**SDG Walls and Booths**



**Seminars and Panel Discussions  
on Sustainability**

# EXHIBITOR PRODUCT GROUPS

- ◇ Women ready-to-wear
- ◇ Intimates (underwear, swimwear)
- ◇ Sports and Leisure
- ◇ Kidswear
- ◇ Menswear
- ◇ Knitwear
- ◇ Workwear and Uniforms
- ◇ Shawls and Scarves
- ◇ Fashion Accessories
- ◇ Leather and Footwear
- ◇ Home Textiles
- ◇ Fabric
- ◇ Trims and Accessories
- ◇ Technology and Processes
- ◇ Organisations, Associations, Institutions



300+

EXHIBITORS WERE AT THE  
PHYSICAL SHOW IN 2019

194

EXHIBITORS WERE ON THE  
VIRTUAL PLATFORM IN  
2020

# VISITOR PROFILE

- ◆ Manufacturers
- ◆ Private Labels
- ◆ Designers
- ◆ Agents
- ◆ Distributors / Wholesalers
- ◆ Retailers and Boutique Owners
- ◆ Department Stores
- ◆ Chain Stores
- ◆ Hypermarkets / Supermarkets
- ◆ Merchandisers
- ◆ Mini Chains

## SOME OF THE BUYERS IN ATTENDANCE:

Ackermans  
Bata  
Cape Union Mart Group  
Edcon  
Dunn's  
K-Way Manufacturer  
Mr Price Group  
Pepkor  
Pick'n Pay Clothing  
The Foschini Group  
Truworths  
Woolworths

3,046

VISITORS  
WERE AT THE  
PHYSICAL SHOW  
IN 2019

2,742

ACTIVE USERS  
WERE ON THE  
VIRTUAL  
PLATFORM  
IN 2020



## DATES

19 – 21 October 2021

## CONTACT

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Co-located with China Premium Tex

