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Workwear and Corporate Clothing Show's visitor tactics

As every exhibition organiser knows, getting visitors out of the office and to the show is even harder these days. So, organisers have to offer a wide range of experiences, which is just what Corporate Clothes Show LLP has done. As well as a wide range of exhibitors (up 20% on last year) the show also features a fully choreographed catwalk show, a conference on sustainability and a glittering award ceremony, hosted by fashion and corporate clothing designer, Jeff Banks. So, it's no surprise to know that visitor pre-registration figures are already 16% up on last year.



Now in it's second year, The Workwear and Corporate Clothing Show (NEC, 1 & 2 April) covers all aspects of working wardrobes, from the garments themselves and the accessories, to the hi-tech fabrics and other components of the garments, the systems used to store and distribute the clothing, laundering, identification (badges) and much, much more.



The event will showcase a range of names in the corporate clothing industry including Arco, CAT Apparel, CORDURA® Fabric, Crocs (those comfortable Crocs can now be bought for business

purposes), Engel Workwear, Helly Hansen, incorporatewear, Prêt Apparel, Russell Europe, Skechers, Syscom plc, Thomas Fattorini and William Sugden and Sons Limited.



Internationally renowned, professional choreographer, Debbie Astell, is currently creating a series of stunning catwalk shows to display exhibitors' clothing at its finest. The exciting fashion show is sponsored by promotional and corporatewear supplier, Russell Europe.

Visitors will be able to see the latest garments both on the stands and in the catwalk show, learn of the latest services and gain the latest industry knowledge from the show's own conference, which focuses on sustainability.

Visitors can pre-register for free entry to the show and gather further information at www.workwearshow.co.uk

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