

Press Release

For immediate release



Launching of the 1st Edition of the Mode Vintage Fair New York City, November 22nd and 23rd 2014.

Lyon, July 9th 2014 - The Mode Vintage Fair is a part of the Marche de la Mode Vintage, the leading event in Europe created in Lyon, France, in March 2001. A place where professionals, collectors and individuals sell fashion, designs and accessories from the 1950's to the 2000's.

The French event welcomed around 40,000 visitors in 2013.

For the first time abroad, this popular event will be open to everyone and will offer a large variety of trends, tastes, colors, looks and entertainment from exhibitors from all around Europe and North America.

Located at the Metropolitan West, the fair will be divided into four sections:

Fashion: ready-to-wear, stylish second hand clothes, accessories

Luxury: couture, jewelry, and leather goods

Designer: vintage-inspired collection

Decoration: accessories, furniture, light.

The event's two days will be interspersed with activities for children, live shows, retro hairstyling, make-up, barber shops, food, and more.

We will inform you soon of the detailed list of exhibitors and the program of entertainments.

Further information at modevintagefair.com

Opening hours:

Saturday 22nd: from 10 am to 9 pm

Sunday 23rd: from 10 am to 7 pm

Entry fee:

\$16 at the door - a shopping-bag collector offered

\$10 if purchased online in advance at www.modevintagefair.com

Free for children under 12.

Location:

Metropolitan West

639 West 46th Street - between 12th & 11th avenues.

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Mode Vintage Fair is a part of "Marche de la Mode Vintage".

This event was originally created in Lyon, France in 2007 by Modalyon the student organization of the Universite de la Mode - University of Fashion.

It was bought by pjbrivet sas in 2012.

Pjbrivet sas is a consulting company which deals with strategies and events.

Created by Pierre-Jacques Brivet, a former director of professional corporations - industrial and interprofessional - he supports company managers and decision makers in their commercial or marketing strategies.

He also supported several international fairs such as Curve - the leading American lingerie fair organized annually in NYC and Las Vegas.