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Home > News > Menswear manufacturers sought for Magic Show

## Menswear manufacturers sought for Magic Show

**Expressions of interest are being sought from Australian menswear manufacturers interested in showing their ranges at the Magic Show in Las Vegas in August next year.**

The visit will be hosted by Petersen Levy & Associates managing director Philip Levy who is working on the project with Carol Hanlon from the Belmont Business Enterprise Centre (BEC). Levy, who has extensive experience exporting to the US after introducing Stubbies to the market in the 1970s, said at least 10 menswear manufacturers were needed to make the venture viable.

"We also need the garments to be made in Australia, not just styled and crafted here, to have that appeal in the US market," he said. And he pointed to the requirement to produce samples in time with Levy to be heavily involved in organising freight to Las Vegas and booking booths at the event.

His experience with Stubbies demonstrated that businesses needed to participate in a show three times before they could secure significant orders from the larger stores.

"The department stores and independent retailers want to know you're serious about the market and that you're not there to get rid of surplus stock, which others have done in the past, and that goes down like a lead balloon," he said.

"But you might get a small order from independent stores if they like the line."

The cost of attending the show is expected to range from \$15,000 to \$17,000 covering items such as sampling, freight, booths and accommodation. And he highlighted the type of strategies needed to effectively build an export trade. "If you want to get established, you may have to trim your margin to get in," he said.

"Once in, you can ease your selling price up and improve your margin."

To express interest to attend, contact Levy at [pgt\\_levy@optusnet.com.au](mailto:pgt_levy@optusnet.com.au) or Hanlon at [Carol.Hanlon@belmontbec.com](mailto:Carol.Hanlon@belmontbec.com)

- Dawn Adams

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