

PRESS RELEASE

June 2015

S/S16 edition of Bubble London to showcase exciting new signings

Children's trade show Bubble London will unveil a line-up brimming with strong new signings, when it returns to Islington's Business Design Centre on 12th and 13th July, 2015.

This season, a host of first-time exhibitors are set to make their debut appearance at Bubble, which is renowned for bringing new and emerging design talent to the marketplace.

Debutantes include fashion and lifestyle label **Bakker Made With Love**, artisan footwear specialist **The Little Shoemaker**, and **Tom and Teddy**, which creates matching swimwear for fathers and sons.

Elsewhere, **Miss Nella** will unveil a range of colourful, peel-off nail varnish, while **East End Highlanders** showcases its luxury shirts.

The event will also play host to a raft of exciting new launches – from fun, chic children's label **Where's That Bear?**, to **Baby Acorn**, Australian girls'wear brand **Tinker and Boo**, and the innovative **Dotty Dungarees**.

These first-time exhibitors will be joined by big-hitters **Bench**, **Camper for Kids** and **Replay & Sons**, which are set to unveil their new season collections alongside Bubble favourites **Rachel Riley**, **Lilly and Sid**, **Frugi** and **Aden and Anais**.

Some of Bubble's most promising new launches will once again compete for the title of Rising Star, while A/W15 winner, girls'wear label **Oh...My!**, returns to claim its prize – a free stand in curated area Nest.

Following the success of its debut outing last season, Perfect Pitch is also set to make a welcome return. The programme sees up-and-coming Bubble Designers deliver a Dragon's Den-style 'pitch', during which they tell their story, introduce their product and share their plans for the future. For visitors and retailers, it's an opportunity to learn more about the industry's best emerging design talent.

Bubble's Look Who's Talking seminar programme, meanwhile, will move to a new location on the main floor, enabling brands and buyer alike to benefit from the expert business advice and trend up-dates on offer.

The event is also set to showcase S/S16's hottest trends in a special look-book, which will be produced alongside CWB Magazine and product photography specialist uShoot Studios. The project will see industry professionals invited to choose and style an outfit from the collections on offer, with previews available throughout the show.

This trend look-book is just one of numerous ways Bubble London will showcase fresh collections

and exciting new brands for S/S16, which promises to be its most varied and diverse season yet.

For further information, contact Rosie Crampton on +44 (0)1484 846069, or email rcrampton@bubblelondon.com. Follow us at bubblelondon.blogspot.com, and talk to us at twitter.com/bubblelondon or facebook.com/BubbleLondon.