

@ VISION EXPO WEST SEPTEMBER 19-21, 2024



WE ARE THRILLED TO ANNOUNCE THAT THE ATELIER WILL EXPAND ITS ALREADY IMPRESSIVE FOOTPRINT ON THE SHOW FLOOR, ENCAPSULATING AN EVEN GREATER ASSORTMENT OF DOMESTIC AND INTERNATIONAL INDEPENDENT DESIGNERS AND THEIR EXCEPTIONAL OFFERINGS.

AS AN EXHIBITOR WITHIN THE ATELIER, YOU'LL JOIN AN ELITE COMMUNITY DEDICATED TO CREATING ARTISANAL PRODUCTS THAT EMBODY UNIQUE AND DISTINCTIVE STYLE AND ARTISTRY, AND BENEFIT FROM THE THE ATELIER'S UNPARALLELED PLATFORM FOR REACHING TOP-TIER RETAIL BOUTIQUES AND HIGH-END BUYERS. COFFEE SERVICE, DAILY TASTINGS, HAPPY HOURS, LIVE ENTERTAINMENT AND LOUNGE ACCESS WILL SUPPORT THE BUYER JOURNEY AND STRENGTHEN THE ATELIER EXHIBITOR VALUE.

QUALIFICATIONS

Small, established, owned and operated design-led ateliers, dedicated to artisanal product.

Limited distribution via Tier 1 optical retailers in terms of volume and channels.

Collections should be created/produced/inspired by a designer – a person behind the brand.

Collections should include some limited-edition styles/collections.

Collections should have unique and distinctive styling in terms of design aesthetic and craftsmanship.

APPLYING

Fully completed Application required for all companies not within the Underground in 2019, approved for The River in 2020, or approved for The Atelier in 2021-2024 Vision Expo East.

Product photos required; samples may be requested.

Retailer letters of recommendation helpful.

TRC is comprised of a select group of retailers and designer professionals who review applications and recommend approvals.

Please allow upward to 7 business days for feedback on the status of your application.

THANK YOU FOR YOUR INTEREST IN THE ATELIER @ VISION EXPO.

Please complete the following page & submit to John Bean via email along with product photos.
FOR QUESTIONS AND FURTHER INFORMATION: John Bean, john.bean@rxglobal.com or 203.604.3655

ABOUT YOUR COMPANY

BRAND/COMPANY NAME*: _____ **CONTACT PERSON:** _____

ADDRESS/CITY/STATE/POSTAL CODE/COUNTRY: _____

EMAIL: _____

OFFICE NUMBER: _____ **CELL NUMBER:** _____

WEBSITE: _____ **INSTAGRAM:** _____

FACEBOOK: _____ **COMPANY LINKEDIN:** _____

IF APPLICABLE, PLEASE LIST ALL BRANDS AFFILIATED WITH THE PARENT BRAND APPLYING: _____

HAVE YOU EXHIBITED IN VISION EXPO IN THE PAST YEAR? ☐ YES ☐ NO

IF YES, WHAT NEIGHBORHOOD/AREA OF THE SHOW? ☐ UNION ☐ PARK ☐ SPRINGS ☐ GALLERIA ☐ UNDERGROUND

WHAT YEAR? _____

ABOUT THE DESIGNER

WHO IS THE DESIGNER? *(If more than one, please list all and identify the head designer.)*

IS THE HEAD DESIGNER THE PRINCIPAL OF THE COMPANY? ☐ YES ☐ NO **WILL THE HEAD DESIGNER BE AT VISION EXPO?** ☐ YES ☐ NO

ABOUT YOUR PRODUCT

WHOLESALE PRICE POINT *(Lowest to highest):* _____ **YEARS IN BUSINESS:** _____ **MINIMUM ORDERING QUANTITY:** _____

LOCATION OF PRODUCTION/MANUFACTURING: _____ **QUANTITY OF DESIGNS (SKU) WITHIN YOUR COLLECTION:** _____

ANNUAL PRODUCTION: _____ **HOW MANY RETAILERS CARRY YOUR PRODUCTS:** _____

TYPE OF DESIGNS *(check all that apply):* ☐ HANDCRAFTED ☐ ONE-OF-A-KIND ☐ LIMITED PRODUCTION ☐ MASS PRODUCTION

IS YOUR BRAND ECO-FRIENDLY AND/OR MADE OF SUSTAINABLE MATERIALS? ☐ YES ☐ NO **IF YES, PLEASE EXPLAIN:**

LIST OTHER TRADE SHOWS IN WHICH YOU EXHIBIT GLOBALLY:

Show Name	City/State/Country	Season/Dates

IF ACCEPTED INTO THE ATELIER, WHAT IS YOUR PREFERRED BOOTH SIZE: ☐ 10" x 10" ☐ 10" x 20" ☐ 10" x 30"

ABOUT YOUR RETAILERS

LIST THREE RETAILERS YOU ARE TARGETING:

Store Name	Buyer	City/State/Country

LIST THREE RETAILERS THAT CURRENTLY CARRY YOUR COLLECTION:

Store Name	Buyer	City/State/Country

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*All brands being showcased must be listed. Please be advised: exhibitors at The Atelier may not share their booth space with other companies or brands.