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Bubble Show a Hit in London

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(2/4/2008)

After launching in New York in 2006, Bubble brought its concept of a select and intimate trade show to the English market last month. Show producers reported more than 700 visitors: 84 percent from the United Kingdom and Ireland, 9 percent from Europe, and 7 percent from Japan, Middle East, Asia, Australia and the United States.

The show had 70 exhibitors. U.S.-based exhibitors included Aden + Anais, Areaware, Eyespy Baby, flora and henri, Fournier, Manuela Design, P-Sling, Poloppo, Sophie Catalou and Wovenplay.

U.K.-based exhibitor Organics for Kids said, "What was best is that we were not swamped by the size; several buyers noticed us for the first time here, having missed us at other shows."

Bubble London will follow with an Autumn/Winter 2009 edition this July. The next Bubble New York show is due to take place on March 9-11 in Chelsea.

For further information, visit www.bubbletradeshows.com.



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What percentage of your stock is must-have, "staple" brands?

- Less than 20 percent
- 20 to 30 percent
- 30 to 40 percent
- 50 to 60 percent
- More than 60 percent

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