THE MEN’S MARKETPLACE

MAGIC’s roots began in the menswear market. For the past 85 years, MAGIC has been a driving force for the industry, delivering the most sought-after selection of designer brands, contemporary collections, lifestyle-focused apparel, art-inspired fashion, and footwear for men. Our brand mix includes the best in denim, tailored menswear, and branded and licensed apparel, which ranges from premium to accessible price points. At MAGIC, you will find five masterfully merchandised destinations, home to the world’s leading menswear brands.

THE SHOWS TO SHOP

THE TENTS
Elevated Contemporary and Designer Collections for Men
www.ubmfashion.com/shows/tentslv

PROJECT
Contemporary Apparel and Accessories for Men and Women
www.ubmfashion.com/shows/project

THE COLLECTIVE
Branded and Licensed Apparel for Men and Young Men
www.ubmfashion.com/shows/collective

POOLTRADESHOW
Independent, Art-Inspired Fashion and Accessories for Men and Women
www.ubmfashion.com/shows/pooltradeshow

FN PLATFORM
Luxury to Lifestyle Branded Footwear for Men, Women, Juniors, and Children
www.ubmfashion.com/shows/fn-platform
SHOWS TO SHOP IF YOU’RE LOOKING FOR...

5 CONTEMPORARY
PROJECT: Denim, Contemporary, Coast Life, Outerwear, Activewear, Move, Vanguards Gallery
THE TENTS
FN PLATFORM: Camp, Bond

6 CLASSIC
PROJECT: Sportswear, Loungewear, Tailored & Furnishings
THE COLLECTIVE: Traditional Men’s
FN PLATFORM: Bond, Zen

7 LUXURY
THE TENTS
FN PLATFORM: Bond

8 YOUNG MEN’S
PROJECT: Denim, Contemporary, Coast Life, Activewear, Outerwear, Loungewear
THE COLLECTIVE: Young Men’s, Licensing
FN PLATFORM: Camp

9 INSPIRATION
SOURCING AT MAGIC
If you’re looking for men’s fashion that changes the conversation, seek out these forward-thinking and innovative brands.

SAMPLING OF BRANDS

View brands featured on our digital showroom ShopTheFloor.com

<table>
<thead>
<tr>
<th>APPAREL</th>
<th>THE TENTS</th>
<th>ACCESSORIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blank NYC</td>
<td>Baldwin</td>
<td>Hook &amp; Albert</td>
</tr>
<tr>
<td>Calvin Klein</td>
<td>Billy Reid</td>
<td>2(x)ist</td>
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<tr>
<td>Daniel Hechter Paris</td>
<td>John Smedley</td>
<td>aunts &amp; uncles</td>
</tr>
<tr>
<td>French Connection</td>
<td>Raleigh Denim Workshop</td>
<td>Bluebuck</td>
</tr>
<tr>
<td>Hudson Jeans</td>
<td>Zachary Prell</td>
<td>Calvin Klein Underwear</td>
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<tr>
<td>Nifty Genius</td>
<td></td>
<td>Daniel Wellington</td>
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<tr>
<td>Sol Angeles</td>
<td></td>
<td>Fossil Group</td>
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<tr>
<td>Strongbody Apparel</td>
<td></td>
<td>Fulton &amp; Roark</td>
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<tr>
<td>The Park Showroom</td>
<td></td>
<td>Happy Socks</td>
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<tr>
<td>Velvet by Graham &amp; Spencer</td>
<td></td>
<td>Mission Mercantile</td>
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<thead>
<tr>
<th>FOOTWEAR</th>
<th>THE TENTS</th>
<th>FN PLATFORM</th>
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<tbody>
<tr>
<td>Bed Stu</td>
<td>George Brown Bilt</td>
<td>Camper</td>
</tr>
<tr>
<td>Frye</td>
<td>Le Flow Paris</td>
<td>Cole Haan</td>
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<tr>
<td>J&amp;M Est. 1850</td>
<td>Res Ipsa</td>
<td>Ten Points</td>
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<tr>
<td>Parc City Boots</td>
<td>SWIMS</td>
<td>Trask</td>
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<tr>
<td>Olukai</td>
<td>Trask</td>
<td>Ugo Vasare</td>
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<th>NEW TO THE SHOW</th>
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<tr>
<td>PROJECT</td>
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<tr>
<td>Arctic Bay</td>
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<tr>
<td>PE360</td>
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<tr>
<td>Spears Hinkle</td>
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<tr>
<td>The Levy Group</td>
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<tr>
<td>Tortoise Denim</td>
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</tbody>
</table>
CLASSIC

Inspired by tradition, our selection of classic menswear exemplifies the sharp, professional look your customer wants.

SAMPLING OF BRANDS

View brands featured on our digital showroom ShopTheFloor.com

### APPAREL

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>THE COLLECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bugatchi</td>
<td>David Alexander</td>
</tr>
<tr>
<td>Cutter &amp; Buck</td>
<td>Giorgio Cosani</td>
</tr>
<tr>
<td>Ike Behar</td>
<td>Karma Blu</td>
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<tr>
<td>Jack of Spades</td>
<td>Klotho</td>
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<tr>
<td>Paisley &amp; Gray</td>
<td>Marenzio Group</td>
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<tr>
<td>Peerless Clothing</td>
<td>Spazio</td>
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<tr>
<td>Tailor Vintage</td>
<td>Sportailor</td>
</tr>
<tr>
<td>Tallia Orange</td>
<td>Stacy Adams</td>
</tr>
<tr>
<td>Tommy Bahama</td>
<td>Steven Land</td>
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<tr>
<td>Vineyard Vines</td>
<td>The Suit Co.</td>
</tr>
</tbody>
</table>

### ACCESSORIES

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>THE COLLECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bryant Park Belts</td>
<td>Aurelio Garcia</td>
</tr>
<tr>
<td>Dion Neckwear</td>
<td>Fennix Italy</td>
</tr>
<tr>
<td>Domenicus</td>
<td>Jimmy Sales</td>
</tr>
<tr>
<td>Keepers</td>
<td>Stacy Adams Headwear</td>
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<tr>
<td>Lejon of California</td>
<td>Steven Land Neckwear</td>
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<tr>
<td>MMG Ties</td>
<td>The British Apparel Collection</td>
</tr>
<tr>
<td>Remo Tulliani</td>
<td>Wurkin Stiffs</td>
</tr>
<tr>
<td>Smathers &amp; Branson</td>
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### FOOTWEAR

<table>
<thead>
<tr>
<th>FN PLATFORM</th>
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<tbody>
<tr>
<td>Anatomic + Co.</td>
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<tr>
<td>Clarks Originals</td>
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<tr>
<td>Eastland</td>
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<tr>
<td>G.H. Bass</td>
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<tr>
<td>Johnston + Murphy</td>
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</tbody>
</table>

### NEW TO THE SHOW

<table>
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<th>PROJECT</th>
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<th>FN PLATFORM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fisher + Baker</td>
<td>Design Enterprise</td>
<td>Joe's Jeans</td>
</tr>
<tr>
<td>Judger</td>
<td>Korbata</td>
<td>Lacoste</td>
</tr>
<tr>
<td>Mirtto</td>
<td>LCR Menswear</td>
<td>Ralph Lauren</td>
</tr>
<tr>
<td>STANTT</td>
<td>Masutto / Joseph David</td>
<td>Sperry</td>
</tr>
<tr>
<td>Suit + Tie</td>
<td>Royal Shoes USA</td>
<td>Tommy Bahama</td>
</tr>
</tbody>
</table>
LUXURY
Discover an incredible assortment of luxury and designer collections that your customers will love.

SAMPLING OF BRANDS
View brands featured on our digital showroom ShopTheFloor.com

APPAREL
THE TENTS
- CLOSED
- Michael Bastian
- Theory
- Vince
- W.R.K

ACCESSORIES
THE TENTS
- Bedford 11th
- Borsalino
- Paraboot
- Tateossian
- W. Kleinberg

FOOTWEAR
THE TENTS
- Aquatalia
- Mezlan
- Oggi
- Ted Baker
- Toscana

NEW TO THE SHOW

FN PLATFORM
- Bugatchi
- Conhpol
- The Nou Project
YOUNG MEN’S
Explore our growing selection of lifestyle apparel, accessories, and footwear and find the one-of-kind pieces your customers want.

SAMPLING OF BRANDS
View brands featured on our digital showroom ShopTheFloor.com

APPAREL

PROJECT
- Alternative
- Civil Society
- Coastal Clothing
- JACHS NY
- KARDO
- OAS
- Project X Paris
- Stitch Note
- Tee Ink
- Vestige Brand

THE COLLECTIVE
- Beautiful Giant
- Bella + Canvas
- Distortion
- ECKO Unltd.
- Fifth Sun
- Ocean Current
- One Resolution
- Pony
- Rocawear
- Rothco

POOLTRADESHOW
- Choke Shirt Co.
- Curbside
- Goodie Two Sleeves
- MNKR
- Polly & Crackers

ACCESSORIES

PROJECT
- Bubba Bags
- De Pied Ferme
- Ginch Gonch
- Goorin Bros.
- K. Bell
- Nuva Nuvo
- Sock it to Me
- The Normal Brand
- Wild & Wolf
- Wood Underwear

THE COLLECTIVE
- Aquarius
- Odd Sox
- Hang Ten Headwear
- Radii Footwear
- Westside Accessories

POOLTRADESHOW
- Blue Planet Eyewear
- Cali Good Life
- Jackson and Hyde
- Thread Wallets
- We Are All Smith

FN PLATFORM
- Creative Recreation
- Etnies
- Palladium
- Steve Madden
- Teva

FOOTWEAR

PROJECT
- Dunkelvolk
- Johnny & Jessy
- Reyn Spooner
- Stitch’s Jeans
- Tommy Jeans

THE COLLECTIVE
- Amiee Lynn
- Buffalo
- DBD Apparel Group
- GBTX
- Lee Cooper

POOLTRADESHOW
- Chief Made
- Department of Brewology
- Public Art Apparel
- The Sneerwell
- Woolly

FN PLATFORM
- Kolca
- Lucky Brand
- U.S. Polo

NEW TO THE SHOW
THE SOURCING MARKETPLACE

SOURCING at MAGIC is your link to the entire global supply chain where you can find the inspiration, education, innovation and resources to keep fashion moving. With over 40 countries represented, this must-see destination attracts designers, brands, and retailers alike to discover what they need to move their businesses forward.

AREAS TO EXPLORE

SQUARE ONE (Presented by Fashion Snoops)
This August, SOURCING at MAGIC in collaboration with Fashion Snoops, introduces "Square One" - an interactive shared space where cultural ideas come to life through experience, featuring onsite installations, experiments and talks led by industry innovators and influencers. Based within the Trend + Color area within the show, Square One is a bridge connecting the entire creative industry.

TREND AND COLOR GALLERIES
Get your exclusive look at next season’s trends with interactive displays and color galleries.

TECHNOLOGY AND 3D PRINTING
Explore the most talked about wearable technology and witness live demonstrations of the latest machinery featuring fabric printing and 2D/3D production tools.

MADE IN USA
Connect with an impressive selection of fabric mills, materials & components suppliers, and service providers from the United States.

FABRIC TRIM AND PRINT
More than 100 standout fabric mills, trim suppliers and print design studios from around the world.

FOOTWEAR SOURCING AT MAGIC (South Hall, Level 2)
Source your footwear production directly from factories around the globe. Footwear SOURCING at MAGIC allows designers, product development teams, and private label marketers to connect, shop, and expand their businesses on a global scale.

FOCUS COUNTRY FOR AUGUST 2017: VIETNAM
Join over 40 of Vietnam’s best selection of manufacturers and resources at the front of the show as we celebrate this year’s SOURCING at MAGIC focus country – Vietnam! Don’t miss our educational seminar and cocktail reception in honor of Vietnam.
### SEMINARS

**SUNDAY 8.13**
1:00pm – 2:00pm  
LVCC North Hall, Level 2, Room N251  
**BEST IN SHOW: HOW TO STAND OUT IN SALES!**

2:00pm – 3:00pm  
LVCC North Hall, Level 2, Room N250  
**LOOKING AT THE FUTURE OF CREATING A BRAND AND GETTING IT TO MARKET**

3:15pm – 5:00pm  
LVCC South Hall, Level 2, Room S229  
The National Shoe Retailers Association (NSRA) Presents:  
**BEST PRACTICES AMONGST US: RETAIL PANEL DISCUSSION AND AUDIENCE QUESTIONS Q & A, SUMMARY AND FINAL THOUGHTS**

**MONDAY 8.14**
9:00am – 10:00am  
LVCC Buyer’s Suite, Level 1, Room N115  
**KNOW YOUR SHOW FLOOR ABC’S: A SEMINAR FOR NEW STORES**

10:00am – 11:00am  
MBCC Show Floor, Level 1, Buyer’s Suite  
**IN 2017: YOUR STORE HAS TO BE DIFFERENT**

3:00pm – 4:00pm  
MBCC Show Floor, Level 1, Buyer’s Suite  
**RE-IMAGINING RETAIL**

4:00pm – 5:00pm  
LVCC Buyer’s Suite, Level 1, Room N115  
**HOW TO OPEN AND RUN A SUCCESSFUL RETAIL STORE**

**TUESDAY 8.15**
8:30am – 9:30am  
LVCC South Hall, Level 2, Room S229  
Susquehanna Financial Group, LLP Presents:  
**NICE KICKS!**

10:00am – 11:00am  
MBCC Show Floor, Level 1, Buyer’s Suite  
**GROW YOUR BUSINESS WITH EMAIL AND SOCIAL MEDIA**

1:00pm – 2:00pm  
MBCC Show Floor, Level 1, Buyer’s Suite  
**APPS UNLEASHED: USE YOUR SMART PHONE TO DRIVE BUSINESS**

**WEDNESDAY 8.16**
12:00pm – 1:00pm  
LVCC Buyer’s Suite, Level 1, Room N115  
**HOW TO STYLE A CUSTOMER WITH AMAZING RESULTS**

### EVENTS & PARTIES

**SUNDAY 8.13**
12:00pm – 6:00pm  
LVCC North Hall, Level 1  
**Sourcing@MAGIC Show Floor**  
**SHOP SOURCING@MAGIC FOR INSPIRATION, INNOVATION, AND RESOURCES THAT KEEP FASHION MOVING**

12:00pm – 6:00pm  
LVCC South Hall, Level 2  
**Footwear Sourcing@MAGIC Show Floor**  
**SHOP FOOTWEAR SOURCING@MAGIC TO SOURCE YOUR FOOTWEAR PRODUCTION NEEDS FROM FACTORIES AROUND THE GLOBE**

**MONDAY 8.14**
2:00pm – 3:00pm  
MBCC, Level 1  
**POOLTRADESHOW Show Floor**  
**THE 2’O CLOCK DROP**

6:00pm – 7:30pm  
LVCC South Hall, Level 1, FN Café  
**FN PLATFORM OPENING NIGHT CONCERT FEATURING WORLD CLASS ROCKERS**

10:30pm – Close  
Cosmopolitan Hotel, Marquee Nightclub  
Level 2 Entrance  
**THE OFFICIAL OPENING NIGHT PROJECT PARTY**

**TUESDAY 8.15**
2:00pm – 3:00pm  
MBCC, Level 1  
**POOLTRADESHOW Show Floor**  
**THE 2’O CLOCK DROP**

10:00pm – 12:00am  
Mandalay Bay Hotel, Foundation Room, Penthouse Level  
**THE POOLTRADESHOW PARTY POWERED BY NEXT LEVEL APPAREL**

**WEDNESDAY 8.16**
11:00am – 11:30am  
MBCC, Level 1  
**POOLTRADESHOW Show Floor**  
**THE POOLTRADESHOW BOOT AWARD REVEAL**

1:00pm – 2:00pm  
MBCC, Level 1  
**THE TENTS and PROJECT Show Floors THE #BLOGGERPROJECT AWARDS REVEAL**

2:30pm – 3:15pm  
MBCC, Level 1  
**THE COLLECTIVE Show Floor**  
**THE COLLECTIVE BOOTH AWARDS REVEAL**
HELPFUL LINKS & INFORMATION

BRAND LISTS
Preview our industry renowned brand selection to discover our newest collections and find your current vendors.

THE TENTS » PROJECT » THE COLLECTIVE » POOLTRADESHOW » FN PLATFORM »

FLOOR PLANS »
It's all about location. Pinpoint your favorite brand’s booths and plan your shopping excursion with our real-time floor plan.

BADGE PICKUP + SHOW INFO »
Review our simple badge pickup process to save time on show site, plus check out our show hours and complimentary shuttle pick-up info.

DAILY HAPPENINGS

THE #BLOGGERPROJECT
MBCC | PROJECT, Blogger PROJECT Lounge
The #BloggerPROJECT is a curated content experience that bridges the gap between digital influencers & brands. By connecting the right brands with the right influencers, we create live content from the tradeshow floor.

THE EDIT
MBCC | PROJECT, Main Entrance
Stay one step ahead of the market with the latest trends pulled directly from the brands of PROJECT & THE TENTS. Get the head-to-toe perspective from our styled vignettes on mannequins of what’s on trend and who’s doing it best.

READY, SET, COFFEE
MBCC | THE COLLECTIVE Cafe
9:00am – while supplies last
Perk up with complimentary coffee and pastries to start your day off.

VIBES@POOLTRADESHOW
MBCC | Center of the POOLTRADESHOW Show Floor
Get a curated preview of the types of brands you’ll see at the show with Vibes@POOLTRADESHOW, a custom installation put together by the POOL team.

THE POOLTRADESHOW TEE
BY NEXT LEVEL APPAREL AND AKA
MBCC | POOLTRADESHOW, AKA T-shirt Screenprinting Station
Come grab your very own custom Next Level Apparel t-shirt, screen printed live on the show floor by AKA. Designs feature fave creations from the people of POOL. Limit one per person.

TWO TEN FOOTWEAR FOUNDATION
LVCC | FN PLATFORM, South Hall, Level 1, Two Ten Booth
Do you know Two Ten? Stop by the Two Ten booth to learn more about how the footwear industries largest charitable organization is helping people in the industry. Meet their team, sign up for their informative newsletters and find out how you can get involved.

SHOW HOURS

LAS VEGAS CONVENTION CENTER

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY |
| 12:00pm – 6:00pm | 9:00am – 6:00pm | 9:00am – 6:00pm | 9:00am – 6:00pm |

LAS VEGAS CONVENTION CENTER

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY |
| 9:00am – 6:00pm | 9:00am – 6:00pm | 9:00am – 5:00pm | 9:00am – 4:00pm |

MANDALAY BAY CONVENTION CENTER

| MONDAY | TUESDAY | WEDNESDAY |
| 9:00am – 6:00pm | 9:00am – 5:00pm | 9:00am – 5:00pm |

MANDALAY BAY CONVENTION CENTER

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY |
| 8:00am – 8:00pm | 8:00am – 6:00pm | 8:00am – 6:00pm | 8:00am – 5:00pm |

REGISTRATION HOURS

LAS VEGAS CONVENTION CENTER

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY |
| 8:00am – 8:00pm | 8:00am – 5:00pm | 8:00am – 5:00pm | 8:00am – 5:00pm |

MANDALAY BAY CONVENTION CENTER

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY |
| 8:00am – 8:00pm | 8:00am – 6:00pm | 8:00am – 6:00pm | 8:00am – 5:00pm |

FREE INTER-VENUE SHUTTLE SERVICE

MOVE EASILY BETWEEN VENUES
Departs every 10 minutes
MBCC: Shark Reef Entrance
LVCC: The Loop
MAGIC
AUG 14-16, 2017
SOURCING AT MAGIC OPENS AUG 13

LAS VEGAS CONVENTION CENTER

MANDALAY BAY CONVENTION CENTER

FOR MORE INFORMATION, VISIT UBMFASHION.COM