JACKET REQUIRED
LONDON

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JACKET REQUIRED ANNOUNCES AW19 CAMPAIGN AND LAUNCHES BREAKTHROUGH TALENT AND LIVING SECTORS



Premium fashion trade show Jacket Required has announced the launch of its 'Introduces' and 'Living' sectors alongside a new AW19 campaign 'Reinvention Reimagined', offering buyers an inspiring, carefully edited international line-up of contemporary menswear, breakthrough talent, selected womenswear, footwear, accessories and lifestyle product.

Taking place at The Old Truman Brewery in London from the 23rd – 24th January 2019, the new 'Introduces' platform will give visitors the opportunity to discover the breakthrough talents of the new season and future contemporary classics with Jacket Required's pick of emerging designers.

Also launching this season is 'Living', a curated selection of contemporary products and accessories from the most progressive and visionary interior design brands. Lindsay Hoyes, Event Director of Jacket Required says; "With authenticity and individuality at its core, Jacket Required launches 'Introduces' and 'Living' this season offering an exciting collection of breakthrough talent and a highly edited selection of lifestyle and homewear products which provide a complementary offer alongside our current progressive fashion line-up."

The new AW19 campaign 'Reinvention Reimagined' draws together the importance of sustainability and the responsibility of the individual to demand transparency within the supply chain while championing new trends

and giving a nod to the evolution and continual reinvention of the quintessential British man and woman. The result is fashion reinvented and reimagined within the context of, and influenced by, social economic changes and popular culture. The campaign ethos will filter throughout the next event with a particular emphasis on adding sustainability to the show agenda.

The next Jacket Required takes place at The Old Truman Brewery London on the 23rd – 24th January 2019. Visit www.jacket-required.com for further information and highlights from the latest show.

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NOTES TO EDITORS

About Jacket Required:

Jacket Required is the UK's only trade event presenting a curated showcase of the most progressive and contemporary men's and womenswear collections. Innovative, creative and with more than a nod to London's inimitable sartorial swagger, Jacket Required strives to inspire buyers to explore the business potential of their stores and provides a platform for both established and new talent making waves in the fashion industry
Jacket Required is an ITE Group plc event.

About ITE Group plc

ITE Group plc was founded in 1991 and is now one of the world's leading organisers of international exhibitions and conferences. ITE Group's strategic vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. The Group recently launched its Transformation & Growth (TAG) programme, which is designed to transform the Company from a geographic-led business to a product-led business that focuses on market-leading events, wherever they are in the world. ITE strives to run the best shows and offer the best service to its customers throughout the world regardless of location. By putting exhibitors and visitors at the heart of everything we do, we plan to drive sustainable growth for our shareholders. ITE Group is a public limited company and has been listed on the main market of the London Stock Exchange since 1998.