

# WGSN PREVIEW: SIMM, MADRID

By Caroline Attwood, WGSN, 24 August 2011

WGSN highlights its favourite brands set to show at SIMM, in what promises to be a stellar season for the Spanish stalwart.

## SHOW FACTS

- **Date:** September 4-5 2011
- **Location:** Halls 12 to 14 of Ferret de Madrid, the city's largest exhibition space
- **Market:** Billed as a large-scale, contemporary showcase for modern lifestyle brands, with a medium to high price point. The fair covers a diverse range of categories, from apparel to VM displays
- **Product categories:** Women's apparel, accessories, footwear, swimwear and intimates, men's apparel, VM display ideas, and homecare
- **Exhibitors:** This season will be one of its biggest to date - a 55% increase from 2010 - with 700 brands showcasing. There's also an influx of international labels from Europe, the US and Asia
- **Visitors:** Organisers expect a mix of local and international buyers, with at least 18,000 visitors anticipated
- **Look out for:** The figs section, which showcases 21 emerging labels in a premium setting

### Contact

<http://www.sima.es/>



Sara Coleman for WGSN 2011

## WGSN's Spanish brands to watch

### Sara Coleman



Sara Coleman for WGSN 2011



Sara Coleman for WGSN 2011

## BRAND INFO

Sara Coleman launched her label in 2007, having previously worked for Roberto Vertice, and as a freelance pattern cutter and sculptor. These diverse influences come through in her thoughtfully designed resortwear, with a focus on flattering the figure. The upcoming spring/summer 2012 collection will take inspiration from classical draping, using delicate, gauze-like fabrics.

### Contact

[www.saracoleman.es](http://www.saracoleman.es)

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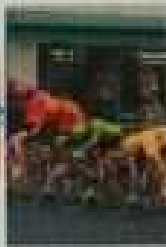
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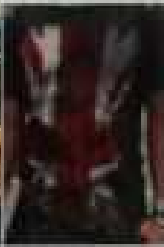
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