

# New insights report reveals the trends powering the local fashion scene in London, New York & LA

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Did you know that fashion events are more likely to open on the weekend in LA, the end of the week in London, and during the week in New York? That London has the most diverse selection of fashion events, while New York has almost twice as many sample sales? Or that London's men are far more engaged in the fashion events scene than New York and particularly LA?

A new insights report from fashion events platform Chicmi.com (<https://www.chicmi.com/>) breaks down these and many more data points into a dossier of the fashion events industry, covering everything from fashion cultural events and exhibitions, through to shopping events and sample sales, trade and industry events and bridal events. The goal is to help brands make the right decisions when they're planning their events in each city, as Chicmi co-founder Jamie Brown explains:

"The fashion scene in each of the cities is dramatically different, and all brands, but particularly young and emerging brands, often don't know where or when to host events or what the audience in each location looks like. We regularly get approached by companies looking for advice when planning events, and we hope that by releasing this data we can provide fact-based insight to help fashion brands get the most from their events."

The release is an extension of Chicmi's belief that fashion events are a key way to level the playing field for emerging and independent brands, who often struggle to make themselves heard in traditional media and online. The rise of pop-ups, sample sales and collective sales events have provided fashion brands with a way to reach audiences that they otherwise could not, as Jamie explains:

"With inner-city rents soaring and a few very large brands dominating the online market, we risk stifling the creativity of the fashion industry by excluding new designers. But it's these labels that push the envelope and drive the industry forward. Pop-ups and sample sale events are so important to provide a space for these brands to reach consumers who otherwise wouldn't know they exist - so we see the fashion events industry as the future of fashion as a whole, as it helps these new brands get discovered."

The insights report is freely available online, published by Chicmi on their website at [www.chicmi.com/london/stats/](http://www.chicmi.com/london/stats/). The initial release of stats covers all of Chicmi's data for 2016, but the company will release monthly reports starting at the end of January this year to show how the industry is changing year on year.

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