



Source

FASHION

7-9 JULY 2026 / LONDON UK

Exhibit at Europe's
leading fashion sourcing
show in 2026.

By
Hyve



Europe's Leading Fashion Sourcing Show.

Source Fashion is the number one destination to meet thousands of brands and retailers in the UK. Not only is it the largest event attended by UK buyers, but it is also Europe's largest garment manufacturing exhibition, attracting a global visitor audience.



Why exhibit at Source Fashion

July 2026?

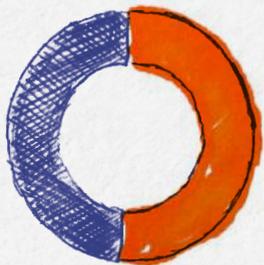
Exhibiting at Source Fashion is a cost-effective and convenient way to be discovered by leading retailers who have real purchasing power and are actively seeking new suppliers. By exhibiting, you gain face-to-face access with key buyers and Sourcing Directors, accelerating your sales pipeline and opening the door to long-term partnerships.

35

countries represented by our visitors

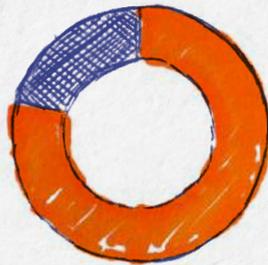
4,000+

unique attendees



52%

of visitors plan to place an order from attending the show



79%

sole or joint purchasing power

Key Job titles at the show

Source Fashion brings together the full decision-making team, from buyers and sourcing managers to procurement and sustainability leads. Building relationships across these roles not only improves your chances of winning new contracts but also helps move the sales process forward more efficiently.

Key job titles at the show include:

Owner/CEO/Founder/Director

Buying Managers,
Buyers

Heads of Procurement,
Sourcing Managers

Designer, Fashion Designer,
Product Designer

Operations Manager, Production Manager,
Technologists

Sustainability Specialist,
Responsible Sourcing, Ethical Sourcing

Access the UK market at Source Fashion

With over 30,00 fashion and textile retailers, the UK is one of Europe's most established and commercially mature fashion markets. With a highly diverse retail landscape and strong consumer demand, it offers manufacturers access to stable, long-term growth opportunities.

London is a global hub for sourcing retailers across high street, supermarket, online and independent sectors are actively seeking responsible, reliable manufacturing partners, making the UK a strategically important sourcing destination.

While the UK remains our core buying market, Source Fashion also attracts a growing international audience, further expanding your global reach.

Who's attending?

Buying and procurement professionals from both large and small businesses attend the show. Some notable names include...

High Street

Agent Provocateur

CHARLES TYRWHITT
JERMYN STREET LONDON

FRENCH CONNECTION

Harrods

HAWES & CURTIS
JERMYN ST. LONDON 1833

JOHN LEWIS & PARTNERS

JOSEPH

M&S

MOUNTAIN WAREHOUSE

MOSS

Y&K

NEW LOOK

next

OLIVER BONAS

RIVER ISLAND

Online Retailers

ASOS

boohoo

Debenhams

GIGI & OLIVE

Jaded London

Supermarkets

F&F

George.

Sainsbury's

Corporate

DISNEY

LAND-ROVER

LIVERPOOL
FOOTBALL CLUB
EST. 1892

NBA

pepsico

A Global Community of Buyers



International buyers include:



JUSTEAB™



OFFBASE



Patachou

WHISTLE CLUB

YAARN

What our exhibitors say



This is our second time exhibiting at Source Fashion, and it's been a very rewarding experience. We've seen even more traffic than at the previous show, and it's been encouraging to reconnect with visitors we met last time as well as meet a wide range of new brands, from early-stage start-ups to more established businesses."

Ivan Tang

Managing Director at South Enterprises



We've had a really strong show, it's been the best Source Fashion yet for us. The event has been incredibly busy from start to finish, with fantastic engagement and a steady flow of meaningful conversations. We've generated some great leads and already confirmed new contracts."

Katherine O'Driscoll

Co-Founder of SP & KO



Amplify
your brand
presence
with our
global
fashion
community.



29,000

Social media
followers

33,000+

Website visitors

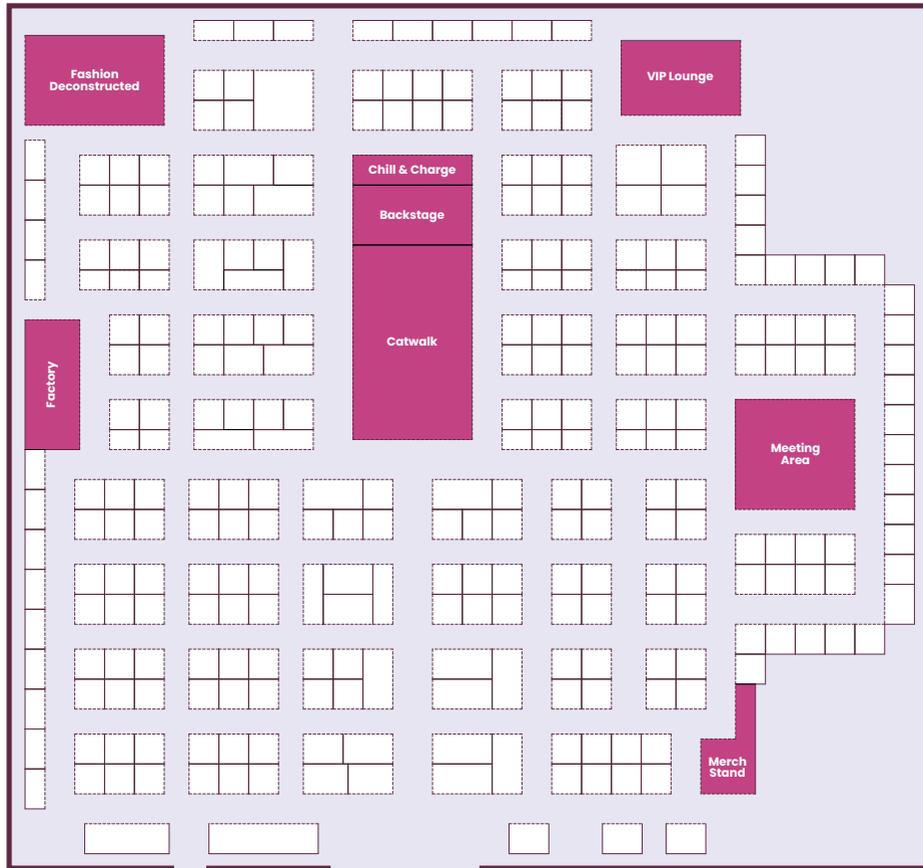
346m+

Global impressions from
Marketing Campaign



Floorplan

Secure your stand
at Source Fashion
July 2026



Main Entrance

*All information is correct at the time
of going to print - 01/03/26.*



Maximise your presence at Source Fashion

Enhance your visibility and maximise your ROI through a range of bespoke sponsorship opportunities designed to showcase your business, products and services – all to a captive audience of fashion decision-makers.



Headline Sponsor £50,000

Pre-event

Branding appearing alongside all relevant event promotion in the run-up to the show:

- > Three dedicated social media posts
- > Sponsor interview published on Source Fashion website, amplified across digital & social feeds

During event

High-level branding at key positions at the venue, including on the catwalk stage set:

- > Premium speaking slot on the programme (*day 1*) and representation on appropriate panel session during the show (*content agreed in collaboration with content director*)
- > Premium exhibition space (*18 sqm*) in a high-traffic area of the exhibition
- > Sponsored networking drinks at the end of day on the Source Fashion Catwalk
- > Logo branding prominently featured on front cover of Pocket Guide
- > Enhanced exhibitor listing in the Show Pocket Guide
- > IG live video interview conducted during the show
- > Video interview onsite which will be posted on our website post-event and across social channels

Post-event

Branding appearing alongside all relevant post-event communications:

- > Thank you for coming video
- > Post event email communication
- > Post event social media posts



VIP Lounge & Networking Drinks Sponsor - £20,000

Exclusive branding of the VIP lounge includes:

- > Branding featured across the lounge
- > Logo featured on digital signage
- > Branded literature on tables
- > Branded coffee cups and coasters.

Networking Drinks Includes:

- > A range of drinks and snacks will be served during the reception.
- > The show director opening the reception, handing over to the sponsor to give a short speech.
- > Lead capture - scan the attendees yourself and instantly collect their contact details for follow up.



Catwalk Networking Drinks Sponsor - £10,000

- > Exclusive sponsorship of networking drinks taking place during the show
- > The Source Fashion team will provide alcoholic & non-alcoholic beverages and snacks which will be served during the drinks reception by venue staff
- > The show director will open the drinks reception and handover to a representative from the Sponsor to give a short speech and thank you to the attendees
- > Sponsor logo branding featured on digital signage displayed during session
- > Opportunity to leave leaflets / brochures on the tables during the drinks reception





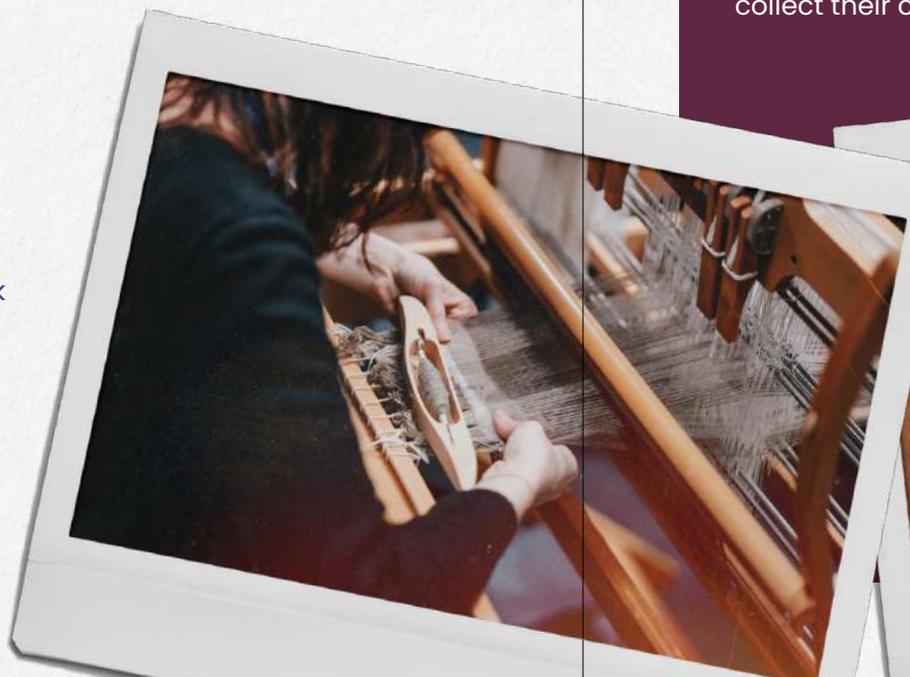
Fashion Deconstructed: Hosted Workshops – £5,000 per session

Get hands on with our buying community to help them understand what great fashion construction, fabrics, fibres really look like.

1 hour fully interactive workshop designed with your capabilities in mind.

- > Increased visibility with our VIP audience
- > Featured participation in our industry leading content agenda
- > All visitors will be invited to book their workshop via the app when it opens in May
- > Social media posts highlighting this immersive experience at the show

- > Inclusion in press release around the agreed workshop
- > Scan attendees yourself and instantly collect their contact details for follow up.



Catwalk Breakfast – £10,000 (2 available)

The Breakfast briefing is a unique opportunity for your targeted prospects to enjoy a sit down breakfast on the catwalk before the show opens, giving it an exclusive and relaxed feel.

- > Thought leadership session to 15-20 targeted attendees
- > Our Buyer Relationship Manager and Head Of Content will work with you to understand your key prospects and also how to best position your content to attract the right attendees
- > We will invite attendees from our database, and our buyer relationship manager will ensure that the right people are in the room just for you
- > A list of the confirmed attendees will be shared with you afterwards
- > Access to photography from each event
- > Lead capture – scan the attendees yourself and instantly collect their contact details for follow up





Catwalk & Stage Sponsor – £12,000

- > High profile branding on the catwalk
- > Logo branding included on physical Pocket guide given out to all visitors
 - Including across all digital signage during the catwalk / talks
 - Plus the online version of the seminar agenda as soon as this goes live on event website
- > Option to be included in the catwalk shows
 - Feature your samples on all 8 x live catwalks throughout the event
 - Our fashion team will dress models in your products, and the sponsor will own a whole scene during each catwalk show
 - Sponsor branding & stand number will be displayed on high-visibility digital signage at the catwalk

Dedicated Catwalk Scene – £2,000

- > Feature your samples in all 8 x live catwalks throughout the event
- > Our fashion team will dress models in your products, and the Catwalk Scene Sponsor will own an exclusive scene during each catwalk show
- > Sponsor branding & stand number will be displayed on high-visibility digital signage at the catwalk

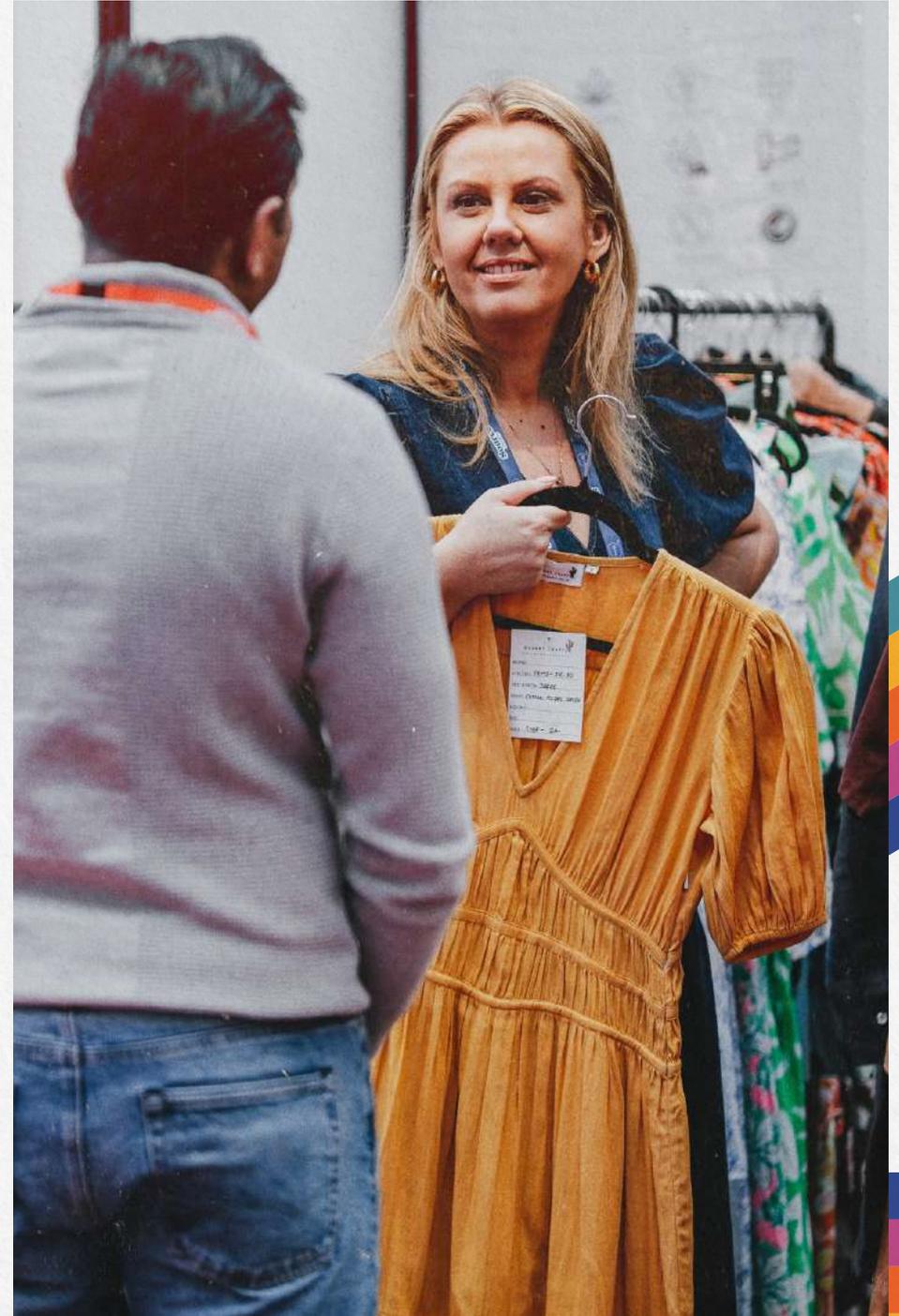




Lanyard and Badge Sponsor – £7,500



- > Sponsor-branded lanyards given to all show visitors
- > Sponsor logo to appear on all visitor badges



Secure your place at Source Fashion
and get in touch with the team at
exhibitor@source-fashion.com
to talk through your exhibitor options.

Source FASHION

7-9 JULY 2026 / LONDON UK

source-fashion.com



[@sourcefashionshow](https://www.instagram.com/sourcefashionshow)