

APPAREL INDUSTRY INTERNACIONAL

Apparel Industry Internacional is published ten times per year and covers the apparel industry for all of Latin America. Its focus is on apparel industry technology and issues of interest to apparel manufacturing companies. It covers such areas as production systems, equipment, economics, law and international trade. It includes a calendar of events which includes major trade shows and exhibitions for apparel. There is limited coverage of fashion and no coverage of retailers or textile companies.

WOMEN'S WEAR DAILY FASHION INTERNATIONAL

Published by Fairchild, *WWD Fashion International* is published eight times per year. There are two annual double issues — one in the fall and one in the spring. It is published in Spanish for the Mexican market and covers women's, men's and children's apparel as well as footwear. Its readers include business people involved in the textiles, apparel, footwear and retail industries. *WWD Fashion International* has excellent coverage of the Mexican fashion scene as well as international coverage. It deals with current issues such as exporting and Quick Response (QR) and provides an excellent calendar of trade shows and events related to the apparel business.

TOP FASHION MAGAZINES IN MEXICO

National	International
Elle	Bazaar
Activa	Marie Claire
Moda	Burda
Kena	Vogue
Vanidades	Cosmopolitan
Maniqui Moda	Mia
Eres	Clara
Belleza	Paula