## EXPO-ANFRAPIEL

*Expo-Anfrapiel* is organized by the *Asociación Nacional de Fabricantes de Ropa y Artículos en Piel,* National Association of Leather Clothing and Accessories Manufacturers. It was started in 1990 to promote a central venue to show leather goods made in Mexico, with the exception of footwear. The companies are primarily from the five largest leather producing cities — León, Guadalajara, Monterrey, Tijuana and Mexico City. In 1994, for the first time, exhibitors from foreign countries including, Italy and Colombia were invited to exhibit. It attracts about 120 exhibitors and 3,000 visitors.

## LA FIESTA DE LOS NIÑOS

Participants in *La Fiesta de los Niños* are Mexican and foreign companies supplying apparel, toys, games and educational material for children up to age eight.

## FASHION SHOWS

Fashion shows are an integral part of the *Exhimoda* and the *Expo-Fashion Mexicana* where imported and domestic designers and manufacturers exhibit their lines. Fashion shows are also popular among specialty boutiques which carry big names of European designer labels. For example, *Frattina* recently hosted a show for Escada. Hugo Boss has an annual show as do other designers such as Gianni Versace. Most of these shows are held at the *Hotel Nikko* in Mexico City.

*El Palacio de Hierro* also hosts fashion shows for its customers of its major designers. Recently they had a show featuring Manuel Méndez and Enrique Martínez at their *Calle Durango* store. Fashion shows for charity events or as entertainment are not common in Mexico.

## FASHION AND TRADE PUBLICATIONS

Trade publications provide both a source of information about apparel trends and a medium for promotion. Consumer fashion magazines are also useful for both research and advertising. The two main trade journals in Mexico are ***Apparel Industry Internacional*** and ***Women's Wear Daily Fashion International.*** Contact information for these and other trade journals are included in the Key Contacts Mexico section of this profile.