



## **Haymarket Media Group announces sale of rights to the Clothes Show brand to fashion events specialist SME London**

**February 15, 2018, London:** Haymarket Media Group, the leading international specialist media, technology and information company, today announces the sale of its rights to the iconic Clothes Show brand to consumer and fashion events specialist SME London Ltd (“SME”).

SME has enjoyed a 25 year partnership with The British Fashion Council working on many aspects of London Fashion Week including the creation of London Fashion Weekend which is now in its 15<sup>th</sup> year. SME has also launched numerous other consumer events including, most recently, BBC Countryfile Live which has already in its first two years attracted over 250,000 visitors. Haymarket has decided not to run The Clothes Show in 2018 and SME will be reviewing its strategic options for 2019 and beyond.

Haymarket CEO Kevin Costello says: “The Clothes Show brand is an incredibly powerful one in the UK. It is, however, no longer core to Haymarket’s strategy as we focus on multi-platform brands and data-led solutions in our specialist market sectors. I’m delighted that we have found the perfect home for the brand with SME, who are ideally placed to develop the Clothes Show experience for 2019 and beyond.”

SME Managing Director Tim Etchells adds: “Fashion is passion and today’s passionate fashion-hungry consumers crave an experience that is relevant to them. With our fashion-forward experience, matched to a property as unique and well-loved as the Clothes Show, I’m certain we will over time create a new experience making the brand more relevant than ever for consumers and retailers alike.”

The Clothes Show launched in 1989 and has continually evolved over the years to reflect one of the most creative and lucrative industries in the UK. Most recently The Clothes Show powered the British Style Collective - a fashion take-over event hosted in a variety of famous locations across Liverpool’s City Centre in July 2017.

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### **About Haymarket Media Group:**

Haymarket Media Group creates award-winning specialist content for international audiences. The company has more than 70 market-leading brands created by world-class experts in locations in the UK, the US, Hong Kong, Singapore, India and Germany. Our consumer and professional brands connect people and communities across digital, mobile, print and live media platforms. Although Haymarket’s portfolio is diverse, its mission is the same across borders and markets: to deliver brand experiences which truly meet the needs of its audiences and clients. Haymarket’s brands include Stuff, FourFourTwo, What Car?, Pistonheads, Campaign, PRWeek, MyCME and Finance Asia.

**About SME London**

SME London Ltd is one of the most respected and trusted exhibition organisers in the UK. SME is highly experienced in the launch and management of major consumer exhibitions. The company's credits include The BBC Good Food Show, London Fashion Weekend, The British international Motor Show, BBC Countryfile Live and the BBC's Doctor Who Festival.