

October 2007

## TOP DRAWER AUTUMN 2007

### SETS NEW STANDARDS FOR QUALITY AND INNOVATION

As the last major retail show in the Autumn buying calendar, Top Drawer Autumn 2007, (9-11 September, Olympia, London) proved a hotbed of innovation, new talent and design, with an impressive show which left buyers truly inspired with ideas for the Christmas season and beyond.

The calibre of exhibitors, exclusive new products and innovative features at this year's show, was echoed by the experience had by attending buyers - Mrs Julie Monroe owner of Malthouse Interiors commented: "Top Drawer never ceases to please - It is an upmarket event with exclusive products, quality over quantity."



With over 800 carefully selected exhibitors offering a diverse range of unique product from fashion accessories and jewellery, home accessories, china and glassware, gifts, greeting cards, stationery and gift food, buyers were determined to make the most of this last key retail show. "Top Drawer Autumn has been my best show out of the 17 that I've done this year." Tabatha Fyffe, Fingerprints.

Top Drawer Autumn also demonstrated its dedication to innovation and forecasting the hottest trends, with a new feature area providing an exclusive insight into the latest designs from Japan. 'Japanesey' showcased the products of nine inspiring Japanese designers, many of them for the very first time in the UK, harnessing the energy and originality of contemporary Japanese design. Visually striking, the feature proved a huge hit with visitors, adding to the show's track record of features tapping into the latest trends in the evolving retail market.



Claire Merry of Japanesey Co Ltd. which represents the designers commented: "It was a great pleasure to be part of the Japanesey and give nine young independent Japanese design companies the opportunity to showcase their work in the UK for the first time. With the support of the Clarion Retail team and the wonderful booth design by Justin Southgate, the designers were given the ideal platform to exhibit and were thrilled to procure strong contacts from both press and buyers. The designers' feedback was overwhelmingly positive - they all felt the long trip from Japan had been more than worthwhile in terms of business networking and cultural experience".

The Foodlovers area in partnership with Henrietta Green's Foodlovers' Fairs returned for its second year, showcasing unique and innovative gift food products from key food producers, and highlighting the importance of the growing gift food market. The Eco-Trail, which mapped out product ranges awarded with the coveted Eco-stamp by newly appointed Clarion Retail Eco-consultant, Oliver Heath, was also a hit. Recognising the growing eco-revolution among consumers, the Eco-Trail was created as a natural progression following the storming success of last year's dedicated Eco Product feature.

Show Director, Neil Gaisford reflected: "I am delighted. We wanted to create a show that inspired people and from the fantastic feedback we've had I am certain we achieved that. Innovative features such as Japanesey and the Eco-Trail, not to mention the superb quality of products on offer, contributed to a fantastic show!"

**ENDS**

For further press information please contact **Sylvia Palamoudian** or **Julia Jerzycka** at Focus PR on 020 7432 9432 or email [Clarion-FocusPR@focuspr.co.uk](mailto:Clarion-FocusPR@focuspr.co.uk)