

# SPORTSWEAR INTERNATIONAL TIME SCHEDULE AND TOPICS IN FOCUS 2012

## FIRST HALF YEAR 2012

Month	Magazine	Magazine App	Local News	Main Topics	Publication Date	Fairs	Digital
January February			#1 Italy	The national news issue for Pitti Uomo in Florence: Analyses and information about the Italian fashion market and the trends of the current buying season.	January 04, 2012	Pitti Uomo Florence, Bread & Butter / Premium / Mercedes Benz Fashion Week / Bright / Capsule Berlin, Who's Next Paris, ENK New York, Modafabrik Amsterdam, The Brandy Barcelona, Munich Fabric Start Munich, Copenhagen Fashionweek / CPH Vision / Terminal 2 / Gallery / CIFF Copenhagen, Premium Order Düsseldorf, ENK WSA / Project / Magic / Capsule Las Vegas, Milano Unica Milan, Pure / Stitch London, Première Vision Paris, Premium Order Munich, CPM Collection Première Moscow	sportswearnet.com daily Newsletter weekly
	#241	#241		THE WINTER ISSUE – start of the new season: All denim and fashion trends for autumn/winter 2012-13.	January 05, 2012		
			#1 Germany	The national news issue for the fairs in Berlin: Analyses and information about the German-speaking fashion market and the trends of the current buying season.	January 12, 2012		
	THE DENIM DAY BY SPORTSWEAR INTERNATIONAL			Jour Fixe of the international "Denim Community" - Discussions and lectures about the subject of Denim and Fashion Trends.	January 17, 2012		
March April	#242	#242		THE DIFFERENT ISSUE special feature: Selling at the point of sale – different, but right. special trend guide: Footwear & Accessories a/w 12-13.	March 01, 2012	Micam Milan, Novo Mania Shanghai, GDS Düsseldorf, Fashion Week Los Angeles	
May June	#243	#243		THE TREND ISSUE special feature: The role of bio and sustainability. special trend guide: Fabric trends for a/w 13-14.	May 16, 2012	Denim by Première Vision Paris, Pitti Uomo Florence	
			#2 Italy	The national news issue for Pitti Uomo in Florence: Analyses and information about the Italian fashion market and the trends of the current buying season.	June 13, 2012		

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## SECOND HALF YEAR 2012

Month	Magazine	Magazine App	Local News	Main Topics	Publication Date	Fairs	Digital
July August	#244	#244		THE SUMMER ISSUE special feature: The season's opener summer 2013. special trend guide: DENIM.	June 21, 2012	Who's Next Paris, Bread & Butter / Premium / Bright / Mercedes Benz Fashion Week / Capsule Berlin, Premium Order Düsseldorf, Modafabrik Amsterdam, Project / Capsule Men New York, Copenhagen Fashionweek Copenhagen, Pure / Stitch London, Project / Magic / Capsule Las Vegas, Premium Order Munich,	sportswearnet.com daily Newsletter weekly
			#2 Germany	The national news issue for the fairs in Berlin: Analyses and information about the German-speaking fashion market and the trends of the current buying season.	June 26, 2012		
	THE SPORTSWEAR INTERNATIONAL SUMMIT			The Future of Fashion	July 03, 2012		
September October	#245	#245		THE BLUE ISSUE special feature: The big denim report. special trend guide: "bottom to top" – what shoe goes with what outfit.	August 30, 2012	CPM Collection Première Moscow, ENK WSA Las Vegas, Milano Unica / Micam Milan, Première Vision Paris, GDS Düsseldorf, Capsule Women New York, Munich Fabric Start Munich, Fashion Week Los Angeles	
	#246	#246		THE STORE ISSUE special feature: The best in store design, shop fitting and architecture. special trend guide: POINT OF SALE.	October 04, 2012		
November December	#247	#247		THE DENIM ISSUE special feature: The role of fibers and fabrics nowadays. special trend guide: Trends fabrics season summer 2014.	November 08, 2012	Denim by Première Vision Paris	
	#248	#248		THE BEST OF ISSUE special feature: The fashion year 2012: heads, figures, rankings and everything that affected business. special trend guide: Denim and fashion colors, cuts, styles.	December 06, 2012		
	THE E-FASHION SUMMIT BY SPORTSWEAR INTERNATIONAL			The E-Fashion Congress – online, social media & mobile commerce.	Autumn 2012		

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