

KOREA FOCUS at COTERIE Sept 2019, DIVERSE AND DESIGNED

K-Fashion is highlighted as 'Korea Focus' of Coterie Sept 2019 to Launch and Expand Distribution of Korean Designers Brands in the U.S. Market

New York City, Sep 19, 2019 (IssueWire.com) - The KOTRA (Korea Trade-Investment Promotion Agency) and KFTA(Korea Fashion Textile Association), partner with Coterie, the premier global women's fashion event, to introduce Korean brands to the U.S. and global market, and to launch K-Fashion@Coterie, a group name which stands for Korean Fashion Designs, like globally well- known terminology K-POP.

The Organizer of Coterie which is held from Sept 15th to 17th 2019 at Javits Center NYC NY, has recently announced Korea Focus of the Coterie Sept 2019 edition. For supporting this initiative of Coterie, KOTRA is bringing a Korean Government Subsidy Program which is implemented by KFTA, creating exclusively the K-Fashion@Coterie, and which is funded specially from FY 2019's Korean government supplementary budget.

Pyung-oh, Kwon, President & CEO of KOTRA, states "KOTRA is honored that Korea become the Focus Country of the Coterie Sept 2019 edition, and is proud to work with Coterie in facilitating a valuable connection between our Fashion Brands and North America. Coterie's trade show expertise will offer Korean Fashion Brands an exclusive insight into how to access and achieve success within this vital export market."

"Korean Designers brands have been increasing in popularity over the last 6 years and Coterie has helped to grow their footprint in the North American market. We are excited to welcome the next wave of talent for our retailers to invest in", states Danielle Licata, President of Coterie and East Coast Womenswear at Informa Fashion Group.

K-Fashion@Coterie Sept 2019, introduces the latest collections from 29 curated Korean Designers Brands, covering 4000sft net space at Coterie Sept 2019 and comprising K-Fashion Lounge, and K-Fashion Style. These designers are pushing boundaries through their use of locally sourced materials, bespoke tailoring, sustainable textiles, handcrafted embellishments, and artist collaborations, across accessories and women's wear.

Brands highlighted in K-Fashion@Coterie Sept 2019, include: **AGIR, AMAG, Angela, ANGELO BIANCO, APM STYLE, BERRY N, BLOSSOM, CHRISTOPHER BELT, FAYRI, H-ology, HARRIAN, Hazina, JOOSOOLOO, LA BEAU, LAMEREI, LEGACY BONE, LINDA&CO, MARAN, NOPROMISE, OANA, RK, rolarola, ROUTE1, RRACE, SAND BEIGE, SSEMIENNE, SUNNY MASTER, UNDER STANDING, VERSO.**

Korea is a leader in the fashion design, textiles and apparels sector. Supported by prominent education and research institutions, the Korean industry is driving advances across design, textile innovation and fabric development.

About KOTRA (Korea Trade-Investment Promotion Agency) | KOTRA is a non-profit, government agency of the Republic of Korea, committed to promoting international trade and investment between domestic and foreign companies. With a worldwide network of more than 119 offices in 81 countries, KOTRA offers a wide variety of initiatives to support international clients and as well as Korean.

About KFTA (Korea Fashion Textile Association) | KFTA is a non-profit membership organization with over 35 years of service to the industry. It exists to promote the growth of the textile & fashion industry in Korea. Members are drawn from across the fashion & textile industry value chain and range from micro to large companies. KFTA activities and projects act to support five focus areas; strengthening supply chains, fostering design & innovation, promoting ethical practice, supporting emerging business and Korean export.

About Coterie | Coterie is the premier global event within the New York marketplace that bridges women's apparel and accessories designers to the international 'Who's Who' of retailers that runs concurrently with Stitch, Sole Commerce, Fame, Moda, The Accessories Show, and The Edit. Coterie builds exclusive shopping experiences from the ground up so that designers and buyers can create a synergy that fuels their businesses, continuing to be a platform for generating revenue and inspiring trends.

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