

Spirit of Summer fair

14-17 MAY 2014 | HOUSE & GARDEN
OLYMPIA, LONDON



THE SHOPPING EVENT FOR STYLISH LIVING

*A hand-picked collection of boutiques presenting interiors
and fashion accessories you simply won't find on the high street*

14-17 MAY 2014, GRAND HALL, LONDON OLYMPIA
WWW.SPIRITOFSUMMERFAIR.CO.UK



Call us today on 0207 384 8134 to discuss your participation

Spirit of Summer fair

14-17 MAY 2014 | HOUSE & GARDEN
OLYMPIA, LONDON

THE EVENT FOR STYLISH LIVING

London's stylish interiors and lifestyle event of the summer will return for its 6th year at Kensington Olympia.

From 14 – 17 May at London's iconic Olympia, the Spirit of Summer Fair in association with House & Garden takes centre stage. The definitive high-end retailing event presents a hand-picked collection of desirable accessories across interiors, garden, travel, personal style, summer gifts and artisan food & drink creating a unique visitor shopping experience, synonymous with the renowned Spirit brand.

Established for over 5 years, this highly effective summer retailing platform presents the opportunity to meet traditionally hard-to-reach AB consumers from the most prosperous households in London and the Home Counties. These affluent consumers have a proven track record of high spending at the Spirit Fairs for over 13 years, with visitors attending both our Summer and Winter Fairs.

To ensure we meet the specific shopping desires of our loyal visitors, the 2014 event will yet again deliver an unrivalled collection of vetted independent boutiques, alongside leading brands with a particular focus on brand new ranges within interiors and decorative accessories.

The Fair is strictly limited to 350 carefully curated exhibitors presenting the UK's most original and designed products for stylish living. This event is the perfect opportunity to retail and promote your brand and business to a high net worth consumer, whilst aligning yourself with House & Garden and a unique collection of high-profile brand partners.

Sponsors and Partners



COWSHED

TRUE GRACE



14-17 MAY 2014, GRAND HALL, LONDON OLYMPIA
WWW.SPIRITOFSUMMERFAIR.CO.UK

Call us today on 0207 384 8134 to discuss your participation

Spirit of Summer fair

14-17 MAY 2014 | HOUSE & GARDEN
OLYMPIA, LONDON

REACH A HIGH NET WORTH AUDIENCE

Our visitors reflect the discerning readership of *House & Garden* magazine – encompassing the richest 10% of key ACORN categories* in the country with an average household income of £125k and are predominantly from London and the South East. Key ACORN categories* include Educated Urbanites, Wealthy Executives, Prosperous Professionals, Secure Families, Flourishing Families and Affluent Greys.

The 2013 Fair attracted 16,000 visitors, 81% of which live within 20 miles of Olympia.

*ACORN is a geodemographic segmentation of the UK's population which segments small neighbourhoods, postcodes, or consumers. ACORN is the leading tool used to identify and understand the UK population and the demand for products and services.

An expertly marketed event

Our highly focused, marketing campaign targets AB adults in London and the South East, positioning the Spirit of Summer Fair as an essential date in their social calendar and the shopping event of the season.

- Direct marketing to a database of 150,000
- Coverage in national press, titles including:
The Daily Telegraph, The Times and Evening Standard
- Total leaflet circulation of 500,000
- Inserts into *House & Garden* (London & South East)
- Active social media platform
- Dedicated PR campaign
- Strategic brand partnerships

Media partner

HOUSE & GARDEN

Our title partner; *House & Garden* run high-profile promotions in the lead up to the Fair to generate maximum awareness of the Fair among its 126,451 circulation, including coverage in the Publisher's letter, editorial, inserts and advertising. The magazine's 40,740 subscribers will all receive a complimentary invitation to the Fair.

The Spirit of Summer Fair is also advertised across a selection of prestigious Condé Nast Publications.



House & Garden
circ 127,260



Tatler
circ 87,616



Vogue
circ 210,766



Glamour
circ 530,060



Vanity Fair
circ 100,560

Source: Condé Nast Publications

Spirit of Summer fair

14-17 MAY 2014 | HOUSE & GARDEN
OLYMPIA, LONDON

AN UNMISSABLE SHOPPING EXPERIENCE

Our visitors are used to the best, so it's essential that the Fair's atmosphere lives up to their expectations. The magnificent Victorian Grand Hall, will be transformed into a unique luxury-shopping environment, with a range of inspiring features to enhance the visitor experience.

Theatre & Workshop

Visitors to the Interiors & Garden Theatre will be inspired by our line-up of leading experts, and learn how to tailor their living space to their own individual tastes. With ideas to refresh the home and enhance their garden, this theatre is the perfect destination to discover the latest trends.

Our interactive summer lifestyle workshops are designed to inspire and entertain. From Champagne tasting and canapé making master classes, to cupcake decorating and floral arranging from leading brands, visitors will have the opportunity to learn all they need to kick off the summer in style.

Previous speakers include:



Joa Studholm
from Farrow & Ball



Matthew Wilson
from Clifton Nurseries



Nina Campbell
from Nina
Campbell Interiors



Richard Ward
from Wawa



Phil Hammond
from The Dorchester



Francoise Peretti
from Champagne
Bureau UK



Paul A. Young
from Paul A. Young



Robert Ortiz
from Lima London



Mosimann's Summer Restaurant

The stylish Mosimann's Summer Restaurant – a beautiful dining space, provides visitors with the perfect place to unwind and revitalise with friends. Serving a bespoke summer menu, including carré picnic box lunches and traditional afternoon tea, alongside fine wines and champagnes.

Call us today on 0207 384 8134 to discuss your participation

Spirit of Summer fair

14-17 MAY 2014 | HOUSE & GARDEN
OLYMPIA, LONDON

JOIN LEADING INTERIOR BRANDS...

Spirit of Summer Fair partners with a collection of leading Interiors and Garden brands to present a mix of beautiful retail stands and inspiring room sets to launch the latest designs and trends.

With a focus on colour, style and seasonal collections of soft furnishings, wall coverings, interior accessories and floral and topiary décor, this key aspect will create a diverse mix of looks and themes and inspire the visitor with design ideas for a fresh look this Summer.

In 2013, we worked with leading brands such as Sanderson Home, India Jane, Osborne & Little, Josephine Home, Neptune, Wawa and Clifton Nurseries to create a unique collection of inspiring sets featuring the latest collections of soft furnishings, wall covering, interior accessories and topiary decor.



India Jane



Osborne & Little



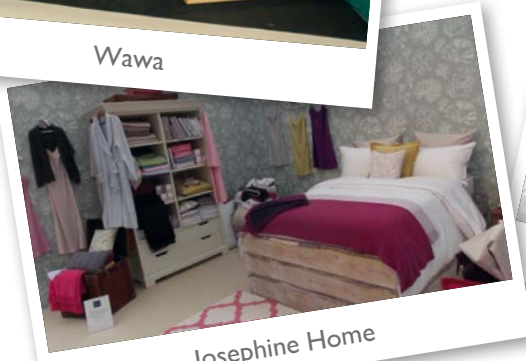
Sanderson Home



Wawa



Clifton Nurseries



Josephine Home



Neptune

Call us today on 0207 384 8134 to discuss your participation

Spirit of Summer fair

14-17 MAY 2014
OLYMPIA, LONDON

HOUSE
& GARDEN

WHAT OUR EXHIBITORS SAY

'During the Fair and after, Spirit Fairs generate the majority of my income for the whole year. Well worth exhibiting.'

Cissy Cook Designs

'The best Fair in London. Great customers. Fantastic retail experience.' **Febronie**

'This was the best Summer sale to be part of in London.' **Helkat Designs**

'We always enjoy exhibiting at the Spirit Fairs and like the team running and organising it very much. Everyone is friendly, helpful and a real delight to work with – thank you all!!!' **Out of India Textiles Ltd**

'This was an excellent show. The organisers judged the atmosphere perfectly and the clients really appeared to be enjoying themselves. The events, exhibition stands and seminars were very professional and the look and feel of the Fair was just delightful. It was a pleasure to be an exhibitor at the Spirit of Summer Fair! We would also like to add a comment on the organising team – all were exceptionally professional, well organised, helpful and friendly, and as newcomers, we were made to feel very welcome. Thank you for a great show!' **Reclamation Warriors**

'We have had a great response since our inclusion in your event, the directors and I are very grateful for your decision to include us.' **India Jane**



14-17 MAY 2014, GRAND HALL, LONDON OLYMPIA
WWW.SPIRITOFSUMMERFAIR.CO.UK

Call us today on 0207 384 8134 to discuss your participation

Spirit of Summer fair

14-17 MAY 2014
OLYMPIA, LONDON

HOUSE
& GARDEN

HOW TO APPLY

The Spirit of Summer Fair operates a strict vetting procedure to ensure product suitability for the Fair.

Your application will be reviewed by our media partner; *House & Garden* magazine. You are required to complete the Spirit Fairs application form and provide a selection of the following pieces of information for approval:

- Product samples (please include a non-dated stamped addressed envelope for products to be returned)
- Photographs of products or a brochure
- Stand photo from a previous show or an illustration & brief description
- Press coverage & cuttings
- Branded literature i.e. letterhead, comp slip, gift box, bag, etc (optional)

LIMITED AVAILABILITY – BOOK NOW!

With the event strictly limited to 350 exhibitors, all hand-picked by *House & Garden*, this is a unique opportunity to ensure you maximise your mid-year sales.

To discuss your involvement please contact the Spirit Fairs team:

Thi Dinh t: 0207 384 8134 e: thi.dinh@clarionevents.com



14-17 MAY 2014, GRAND HALL, LONDON OLYMPIA
WWW.SPIRITOFSUMMERFAIR.CO.UK