



Spirit of Summer fair

15-18 MAY 2013 | HOUSE
OLYMPIA, LONDON & GARDEN

THE HOME OF STYLISH LIVING

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

15-18 MAY 2013, GRAND HALL, LONDON OLYMPIA

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OLYMPIA, LONDON

Call us today on 0207 384 8137 to discuss your participation

SPIRIT OF SUMMER

OUR VISITORS

FAIR FEATURES

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SPIRIT OF CHRISTMAS

THE EVENT TO MEET A UNIQUE AUDIENCE...

London's stylish interiors and fashion accessories event of the summer returns for its 5th year, at Kensington Olympia.

The Spirit of Summer Fair in association with *House & Garden* magazine was launched in 2009 by the creators of Spirit-Boutique.com and Spirit of Christmas Fair, West London's premier Christmas shopping experience. This boutique summer shopping event matches up-market exhibitors with affluent female shoppers who have explicitly told us they attend this seasonal event to source unique and stylish products that can not be found on the high street. These high-net-worth consumers shop for interior accessories, fashion accessories and seasonal gifts including gourmet food and drink.

This is a perfect opportunity to retail your products over 4 highly effective trading days. Spirit Fairs are a tried and tested platform, attracting a traditionally hard-to-reach audience of extremely affluent individuals from the most prosperous areas of London and the Home Counties. These AB visitors have a proven track record of high spending at Spirit Fairs for over 12 years.

The Fair is limited to just 350 carefully selected exhibitors presenting the UK's most stylish products, all vetted by *House & Garden*. This is the perfect opportunity to align yourself with premium Fair partners, this prestigious magazine and most importantly kick-start your summer trading. Beautifully staged to evoke the spirit of summer, the fair inspires unique ideas for stylish living.



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WHAT OUR EXHIBITORS SAY

'Always a pleasure to be part of such a stylish fair in such a beautiful location.' **Cissy Cook Designs**

'I love the feel of this event, it's classy and a pleasure to be part of.' **Emmajane Baskets**

'Sales from these fairs continue for weeks afterwards and website hits really increase.' **LilyMatthews**

'Spirit shows are the best run shows I do all year.' **Silver Service Jewellery**

'Both Spirit of Summer & Spirit of Christmas are the best retail shows in the UK with a well established and loyal customer base.' **Somerville Scarves**

'Spirit of Summer is a fantastic opportunity for us to showcase both our new and existing products. We enjoy the show and find great success from it therefore will keep booking in the coming years.' **Sophie Allport**

'Great show, well organised, well dressed.' **Todd's Botanics**



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REACH A UNIQUE AUDIENCE

The Spirit of Summer Fair brings together an exclusive audience of discerning, high-spending visitors who spend a significant amount of money on the products and services they find at the Fair.

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 £105k 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 2012 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 MARKETING EVENT

Our highly focused, powerful, 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 – marking the start of the summer season.

AND THERE'S MORE...

- 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 (65,000)
- Active social media platform
- Dedicated PR campaign
- Strategic brand partnerships

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MEDIA PARTNER

**HOUSE
& GARDEN**

Our title partner; *House & Garden* will run high-profile promotions to generate maximum awareness of the Fair among its 126,841 circulation, including coverage in the Publisher's letter, editorial, inserts and advertising in the magazine. The magazine's 40,740 subscribers will receive a complimentary ticket to the Fair.

The Spirit of Summer Fair is advertised across a selection of prestigious Condé Nast Publications. In 2012, advertisements for Spirit Fairs appeared in...



House & Garden
circ 127,260



Tatler
circ 87,616



Vogue
circ 210,766



Glamour
circ 530,060



Easy Living
circ 158,038



Vanity Fair
circ 100,560

Sponsors and Partners

Fair sponsors and selected Brand Partners will generate awareness of the Fair among their members, clients and customers.

Brand partners include:



Grayshott Spa

*Source Condé Nast Publications

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AN UNMISSABLE SHOPPING EXPERIENCE – THE PERFECT PLACE TO SHOP, DINE & SOCIALISE

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.

SPIRIT OF SUMMER WORKSHOPS – DESIGNED WITH SUMMER IN MIND

INTERIORS & GARDEN THEATRE

Visitors will be inspired by our experts, and learn how to tailor their living space to their own individual tastes. With ideas to refresh their home and enhance their garden, this theatre is the perfect place to discover the latest trends.



Nina Campbell



Rabih Hage



Philip Hooper



Joanna Wood

SUMMER LIFESTYLE WORKSHOP

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



Ercole Moroni



Cookie Girl



Roja Dove



William Curly

MOSIMANN'S SUMMER RESTAURANT

The stylish Mosimann's Summer Restaurant – a beautiful dining area, provides visitors with the perfect place to unwind and revitalise with friends. Serving their summer menu, Mosimann's beautifully presented and mouth-watering cuisine alongside fine wines and champagnes, culminating in a fabulous day out.

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WHAT OUR VISITORS SAY ABOUT THE FAIR...

"I absolutely love the show. I had the most marvellous time and felt great afterwards. Spirit of Summer was a great day out and the Fair was fantastic."

"My daughter and I thoroughly enjoyed the Fair - the whole experience was a real pleasure."

"It is a really lovely girly day out with something for everyone. I found the show offers appealing and took advantage of them. Since purchasing items at the Fair I have made repeat orders directly"

"Keep up the good work, I had a lovely day!"

"This was my first visit to the Spirit of Summer Fair and I loved it!"

"Keep the new ideas coming!"

"Spirit of Summer and Spirit of Christmas are THE best shopping events, which I regularly visit with my friends, daughter and daughter-in-law."



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JOIN THESE COMPANIES

Prêt à Vivre ✿ La Maison de Provence ✿ figleaves.com ✿ Mahout Lifestyle ✿ **Bathsheba Designs** ✿ Susie Pringle ✿ **Goose** ✿ Nousha Photography ✿ **Lotus London** ✿ Kaneshka ✿ Liz Price ✿ Baroque Ardor ✿ **Beatrice Von Tresckow Designs** ✿ Harriet Whinney Pearls ✿ **Pingush** ✿ Sophie Allport ✿ **Varca** ✿ Varley ✿ **Atelier de Famille** ✿ Heyland & Whittle ✿ **KC Collection** ✿ Shibumi ✿ **Roots Living** ✿ The Oak and Rope Company ✿ **Winnie Magee Linen Rain Collection** ✿ Alison Van Der Lande ✿ **Charley Chau** ✿ Fig Cashmere ✿ **Hammamas UK** ✿ Lucy Choi London ✿ **Milly Green Designs** ✿ Pomegranate ✿ **Sylvia Hague** ✿ The Travelwrap Company ✿ **Love Molly** ✿ Aspiga ✿ **Charlotte Supple** ✿ Rodgers&Rodgers ✿ **The Gourmet Trotter Company** ✿ Willow Cashmere ✿ **Ma Maison** ✿ Silver Service Jewellery ✿ **Anouk London** ✿ Beverley Hewitt Designs ✿ **Henry Arlington** ✿ Juliet and the Band ✿ **Ochre Cashmere** ✿ Gabriella Knight ✿ **Slinks by Jane Rafter** ✿ Sophie Pattinson ✿ **The Old Potting Shed** ✿ PAMPELONNE ✿ **Old Folding Maps** ✿ Sarah K Designs ✿ **Andara** ✿ Letter Fest ✿ **Chateau de Sable** ✿ Davina Combe Jewellery ✿ **Hang Around** ✿ Leonora Hammond ✿ **Love it Want it Buy it** ✿ Amishi London ✿ **Connock London** ✿ Have A Gander ✿ **Heidi Mottram** ✿ Katie Mullally ✿ **Ville et Campagne** ✿ Jojo Glass ✿ **LilyMatthews** ✿ Somerville Scarves ✿ **Bay Design** ✿ Harriet Sanders ✿ **Milan Shopping** ✿ Samantha Sage ✿ **Simone Micallef** ✿ Lucy Nagle ✿ Charles Mitchell and many more...

How to apply



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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 stamped addressed envelope for products to be returned)
- Photographs of products or a brochure
- Stand photo from a previous show or a stand design
- 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:

Eve Browning t: 0207 384 8137 e: eve.browning@clarionevents.com



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Spirit of Christmas fair

5 - 10 NOV 2013
OLYMPIA, LONDON | HOUSE & GARDEN

Call us today on 0207 384 8137 to discuss your participation

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AN UNMISSABLE RETAILING OPPORTUNITY AT THE HOME OF CHRISTMAS SHOPPING

Now in its 13th year, the Spirit of Christmas Fair in association with *House & Garden* has established itself as West London's premier Christmas shopping event. This is an excellent opportunity to showcase your products to a high-spending audience who regard these six days as a not-to-be-missed chance to shop for exquisite gifts and decorations as well as gourmet food & wine in one of their favourite environments. Meet this unique audience and maximise your Christmas sales this winter. The Fair takes place from November 2013 at Olympia, London.

The Spirit of Christmas Fair has a proven track record of delivering the most affluent shoppers – the richest 10% in the country. Predominantly from the households of wealthy, mature professionals from the most prosperous areas of London and the Home Counties. At this time of year, these shoppers are in the perfect frame of mind to buy unique and exciting Christmas gifts from high-end companies – for friends, family, and for themselves.

The Fair is already 60% sold so do not miss your chance to be part of this highly effective sales opportunity and maximise your product sales this November.

Beautifully designed and wonderfully indulgent, the Fair will evoke the Spirit of Christmas, creating the perfect place to shop, dine and socialise in style.



5-10 NOVEMBER 2013, GRAND HALL, LONDON OLYMPIA