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WWD THURSDAY

Sportswear

FIG Prepares for Market

By Rusty Williamson

FASHION INDUSTRY GALLERY, THE FOUR-YEAR-OLD BOUTIQUE wholesale apparel mart that specializes in contemporary, denim and bridge fashion and accessories, is now fully leased and looking for room to expand next year.

The full house helps lift spirits among vendors, despite the difficult national economy, according to Shelli Mers, FIG director.

“Certainly the jarring events on Wall Street during the last few weeks have made the overall economy a growing source of concern for the entire country,” noted Mers. However, “the costs of coming to market in Dallas are considerably lower than in New York and Los Angeles and we believe that this, in addition to our central location, will work in our favor as buyers and designers become more budget-conscious when making their travel decisions.”

Meanwhile, several vendors will be showing at FIG for the first time at the upcoming market, Oct. 23 to Oct. 26.

Notable newcomers include Michael Stars accessories at Lerner et Cie; Testament, Sophia Golightly and Zoa at Pam Martin & Co.; Dear Cashmere at Work in Progress; Mini Fine children’s wear at Sq Foot Gallery, and men’s wear collections from Chip & Pepper, James Perse and Lacoste at Hatch, which is expanding with more showroom space at gallery 108.

Epic Showroom, new to FIG in gallery 115, will bow with Staci Dao, Phyl Couture, G-lish and Glam Cashmere. Hudson will relocate to gallery 120.

Located in the vibrant, growing downtown Dallas Arts District, FIG has 50 permanent showrooms representing more than 350 lines and the Shop temporary exhibits on the second floor. Designers at Shop, which boasts an edgier ambience that often includes a live DJ, often want to test the Dallas market before committing to a permanent space.

About 125 designers will be showing at Shop during the October market, including dVb by Victoria Beckham, Laundry, Custo Barcelona, Isabella Fiore, Lauren Conrad, Black Halo, Love Quotes, Amanda Uprichard, Analili Anne Leman, Apriori, Blue Tattoo, Cheryl Dufault/Dufault, Christina Angarola showroom and 12th Street by Cynthia Vincent, among others.

FIG at a Glance

The October FIG show runs Oct. 23-26.

• SHOW HOURS

Thursday, Oct. 23-Saturday, Oct. 25:

9 a.m.-6 p.m.

Sunday, Oct. 26: 9 a.m.-5 p.m.

• **The Shop** show, on the second floor, includes approximately 125 contemporary lines that do not have permanent showrooms in the city.

Oct. 23-25: 9 a.m.-6 p.m.

Oct. 26: 9 a.m.-3 p.m.