BITA SHOWCASE CELEBRATES ANOTHER SUCCESSFUL ROADSHOW

Tuesday 4 November, 2014

The British Interior Textiles Association celebrated another record breaking round of showcases this September with its ***90th one day showcase*** in 7 years!

Touring the UK from 9 – 22 September in 2014 the roadshow began in Cambridgeshire and travelled across the country to Stratford upon Avon, Barnsley, Weston Super Mare and Warrington before a spectacular finish at The Chelsea Harbour Hotel.

Showcasing 74 exciting brands, more than ever before, over 1000 visitors were treated to free entry and exhibits of fabric, cushions, blinds, poles, floor coverings, shutters, trimmings and lighting.

Many new, high end exhibitors such as Louis Moreau, Alison Davies Designs, Sarah Waterhouse, Moon, Robert Allen, Scutt & Coles and Wendy Cushing joined our already extensive list of exhibitors and brands, including Prestigious Textiles, Simpson Interiors and Fibre Naturelle, to make this the most diverse and exciting BITA roadshow ever!

Guests were treated to a free *Roman Blinds Masterclass,* courtesy of Clive Pennington - *Classical Genesis,* where they designed their own blinds and learnt how to produce them flawlessly.

Kirsty Kissell of Soft Furnishings, who visited the BITA CHELSEA HARBOUR SHOWCASE, said that it was, 'A great day to connect with existing suppliers and meet new ones. I found the roman blind Masterclass really interesting and useful too.'

'I was delighted to see a 60% increase in exhibitors this year,' says **Diane Harding – Vice Chairman of BITA and Show Organiser.** 'It was wonderful to see our visitors enjoying the spectacular array of new brands and products.'

Visitors to the BITA Showcase were thrilled with the opportunities that it offered them:

Sue Hazell* of *Soft Furnishing commented that, 'Attending a BITA event can be more than keeping up with product developments. A great chance to network, exchange information & ideas with fellow trades people. Great venue & everyone liked the round tables as there was lots of business done!'

Tim Monahan of Fit-ex felt that the shows were: 'A great way to keep in touch with all the latest trends and developments in this complex and fast moving industry.' Whilst ***Helen Lohan of The Bespoke Collection*** told us that visiting was, 'An invaluable experience for my business' future success.'

Visitors at the countrywide trade events also enjoyed free tea and coffee, complimentary lunches and afternoon tea as they browsed the show.

Regular satisfied exhibitors have already signed up for our March 2015 Showcase at Chelsea Harbour.

Media:









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