BITA's most successful season of showcasing: the review!

Monday 23 March, 2015

The British Interior Textiles Association is proud to announce yet another record breaking showcase with its ***92nd one day showcase*** in 8 years!

With the stunning backdrop of London's Chelsea Harbour, the exhibition on 8 & 9 March, at The Chelsea Harbour Hotel, showcased over 30 exciting brands - some brand new! Over 600 visitors were treated to free entry to the popular trade show and exhibits of fabric, cushions, blinds, poles, upholstery, trimmings as well as complimentary Masterclasses.

Many new, high end exhibitors such as Olivia Bard, Diffusion, Artistic Upholstery, Today Interiors and Warwick Fabrics joined our already extensive list of exhibitors and brands, including Prestigious Textiles, Simpson Interiors, Evans Textiles, Chatham Glyn and Edmund Bell, to make this another hugely successful and exciting BITA show.

Victoria Hill, *Victoria Hill Bespoke Soft Furnishings*, commented that, "Olivia Bard's new collection is stunning, and the accessories are too, the way they had laid it out was very attractive. I liked the Yorke stand very much too, with their inclusion of the upholstered pieces."

While **Janette Thomas, *Verity Threadgold Curtains and Blinds*** thought that, "accessibility and appreciation of the needs of the newcomer at Ashley House and Streets were definite highlights."

Many visitors also commented on how passionate the exhibitors were about their products, that the product ranges were fresh, innovative, varied and up to date and how friendly and informative staff were.

Nyki Jones, *Darley Design*, was excited by the, "really gorgeous high end looking fabrics on offer at many stands, such as Warwick, at a very reasonable price."

Guests were also impressed by House of Robinson's **Loose Covers** Masterclass on Sunday afternoon, where Sallyann Rolfe demonstrated the intricateness of loose covers by covering pattern placement, tuck aways and easing fullness. On Monday visitors were also treated to two Moore & McCabe Masterclasses. The **Cushion Cover Master Class** included 'top tips' and the **Upholstered Pelmets Master Class** discussed the materials and assembly of professional pelmets.

Evrin Skyers, *Skyers Furnishings*, who visited the BITA CHELSEA HARBOUR SHOWCASE on Monday, said that, "The whole exhibition was excellent and welcoming. Being able to talk to so many exhibitors on a one-to-one basis was very beneficial. He also commented that the Masterclasses were, "Fantastic and professional, they really delivered and I was so impressed. I am already looking forward to the next ones."

Diane Harding – Secretary & Marketing Director of BITA and Show Organiser was delighted with this season's event, "This was our 3rd showcase at Chelsea Harbour and our most successful yet. A perfect opportunity for exhibitors, who can't have a permanent showroom in the Chelsea Harbour area, to show their ranges in the busiest week of the year! We expect this Showcase to be even bigger and better next year! Now we are looking forward to exhibiting at the Hilton at Syon Park - next door to Decorex - in September."

Our exhibitors enjoyed the best visitor to exhibitor ratio in BITA showcasing history and were full of praise for the showcase:

Graham Bateman, *Prestigious Textiles*, felt that, "The confidence we are currently experiencing in the general market-place was reflected in the positive comments received from our visitors. A number of new accounts plus new enquiries added to the interest expressed by our existing customers. A very good show."

"10/10 for the venue and location." **Lindsy Wilson *Haddow***

When asked what had gone well, **Gary Millican*, Rol-lite,*** couldn't have been clearer, "Everything!"

While both ***Fibre Naturelle*** and ***Simpson Interiors*** commented on the excellent organisation of the

Media:











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show.

Visitors to the trade event also enjoyed free tea and coffee, complimentary canapés and afternoon tea as they browsed the show in the exquisite harbour setting.

Karen Roberts ***Woodrow Bespoke Soft Furnishings*** summed up the show's atmosphere perfectly, "It was fabulous and every effort was made to make me feel welcome and to get the most out of my visit."

Both visitors and exhibitors have already seen the benefits of BITA membership since visiting the show. BITA is pleased to welcome Dorset Chairman, Classic Curtains, Moore & McCabe and House of Robinson as its newest members.

Regular satisfied exhibitors have already signed up for our September 2015 Roadshow, three 2 day shows in Manchester, Midland and London's Syon Park (during Decorex).

For more information and photos please contact Laura Jones, Marketing Manager on 01908 410598 ext.5 or email marketing@norfolkhouse-uk.com

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