

U.S. Fashion Events Market By Type (Fashion Shows, Trade Shows/Exhibitions, Fashion Contests, Others) , By Revenue Source (Ticket Sale, Sponsorship, Others) By Organizer (Fashion Houses, Fashion Designers, Event Management Companies, Others) : Opportunity Analysis and Industry Forecast, 2024-2034

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Abstracts

U.S. Fashion Events Market

The U.S. fashion events market was valued at \$7.8 billion in 2023 and is projected to reach \$14.8 billion by 2034, growing at a CAGR of 5.2% from 2024 to 2034.

A fashion event is a program in which fashion brands and designers present their latest collections of clothing, jewelry, or other accessories. These events serve as a platform for designers, buyers, industry professionals, critics, and media to introduce new trends & seize marketing opportunities. Moreover, such programs enable businesses to network, establish partnerships, and drive their brand visibility. The different types of fashion events include runway shows, pop-up events, trade shows, fashion weeks, charity events, and thematic exhibitions. Furthermore, these events involve panel discussions and collaborations with other sectors, thereby serving as hubs for industry collaboration and commercial growth.

Exponential increase in the fashion-conscious population is a key driver of the U.S. fashion events market. This is majorly attributed to rise in the penetration of social media and surge in influencer culture. Platforms such as Instagram and TikTok have expanded the reach and visibility of fashion events, thereby driving the growth of the

market. Furthermore, rise in sponsorships and investments by various sectors for the marketing of their goods & services propels the development of the U.S. fashion events market. A notable trend gaining traction in the market is the focus of events toward sustainability. Brands are conducting fashion events aligned with a unique purpose such as zero-waste, vegan leather, eco-friendly materials, or upcycled fabric to standardize circular fashion in the country.

However, the organization of fashion events relies on the economic state and recession periods of the country. Economic downturns considerably impact the success of such events by reducing ticket sales and sponsorship deals, thereby restraining the growth of the market. Furthermore, the constant evolution of the fashion industry presents challenges for designers to remain relevant and cater to customer preferences. This hampers the development of the U.S. fashion events market. On the contrary, the integration of innovative technologies such as augmented reality and virtual reality is expected to present several lucrative opportunities for the U.S. fashion events market. For instance, Digital Fashion Week New York—a collaboration of leaders in the fashion industry—makes use of Web 3.0 technology to create immersive phygital experiences in its hologram runway show. Such technological innovations accelerate the engagement of events, thereby opening new avenues for the market.

Segment Review

The U.S. fashion events market is segmented into type, revenue source, and organizer. On the basis of type, the market is divided into fashion shows, trade shows/exhibitions, fashion contests, and others. As per revenue source, it is divided into ticket sale, sponsorship, and others. Depending on organizer, it is classified into fashion houses, fashion designers, event management companies, and others.

Key Findings

On the basis of type, the fashion shows segment held the highest share of the market in 2023.

As per revenue source, the sponsorship segment acquired a notable stake in the market in 2023.

Depending on organizer, the fashion houses segment dominated the market share in 2023.

Competition Analysis

The leading players operating in the U.S. fashion events market include IMG Fashion, FTL Moda, LDJ Productions, FOCUS Showroom, The Riviere Agency, Runway of Dreams Foundation, The Fashion Group International, Fashion Snoops, The Impression, and ENK International. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Key Market Segments

By Type

Fashion Shows

Trade Shows/Exhibitions

Fashion Contests

Others

By Revenue Source

Ticket Sale

Sponsorship

Others

By Organizer

Fashion Houses

Fashion Designers

Event Management Companies

Others

Key Market Players

IMG Fashion

FTL Moda

LDJ Productions

FOCUS Showroom

The Riviere Agency

Runway of Dreams Foundation

The Fashion Group International

Fashion Snoops

The Impression

ENK International

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