

BRIGHT
Tradeshow
for Streetwear, Skateboarding,
Sneaker and Fashion
January 24 and 25, 2009

Press Release
Winter 2009



Bright Press Release Winter 2009

The Winter 2009 Bright Tradeshow went off with a bang. The winter 2009 show was the 8th Bright Tradeshow and we again saw an increase in visitors on both National and International level. Despite the gloomy worldwide economic outlook Winter Bright saw an increase in visitors, 6150 were on hand to check out the Fall 09 collections from 289 exhibitors in the Boardsport, Streetwear, Footwear and Fashion markets.

Again we managed to increase our international visitors with the Netherlands, France, Italy, Spain and the UK were the top 5 International visitors.

"Element has been exhibiting at Bright for the last few seasons now, and we are thrilled to see how the show has developed and attracts retailers from many different European countries.

Bright represents all the aspects of our culture (skateboarding/art/fashion/music and parties) and keeps a very laidback vibe while being a perfect place for business.

We were stoked to be there and are looking forward to be back next summer."

Says Phillippe Lalemont, Elements EU Marketing Director.

Photography Exhibitions and Romanian Charity

Bright hosted a few photography exhibitions by Alex Flach of the Berlin Calling book fame and Alexis Zavialoff to benefit the Bright Romanian Charity.

In addition to the Romanian Charity Exhibitions Bright also hosted exhibitions by Sebastian Pohl, Sergej Sello and Adam Sello as well as the Faux Ami Made for Skate book release.



Fixed Gear Fever

The London Fixed Gear crew as well as the Paris based Suburbs Crew were on hand in conjunction with the Frankfurt based Azita shop for a fixie demo as well as an exhibition of bikes and artwork.

The Bright Brigade is growing!!!

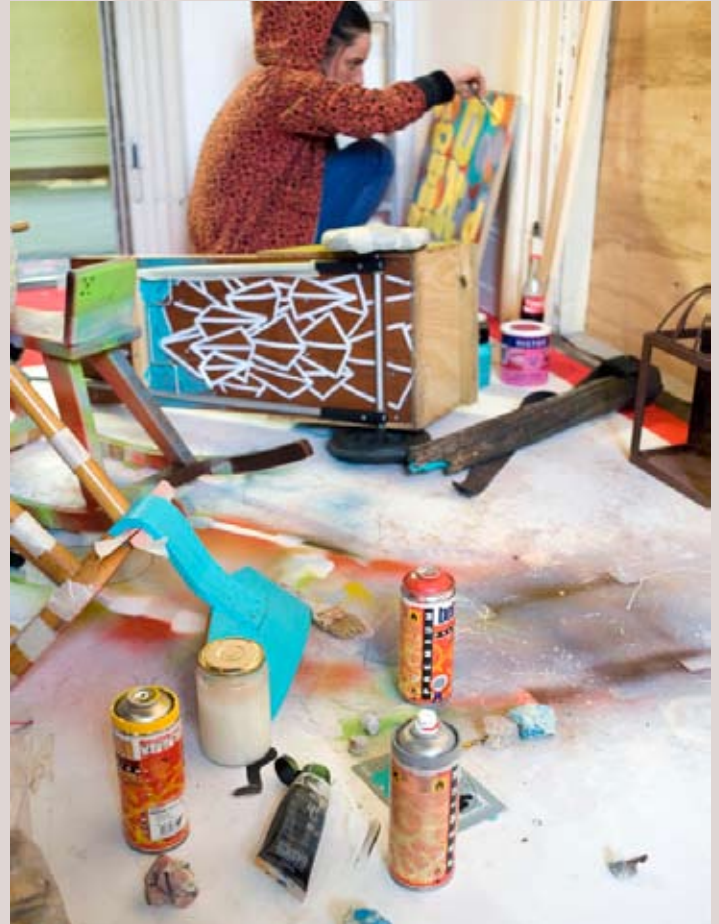
Friendship, sharing experiences, sport, art music, fashion, marketing, street culture and media are all parts of our life and are the common link between the members of the Bright Brigade.

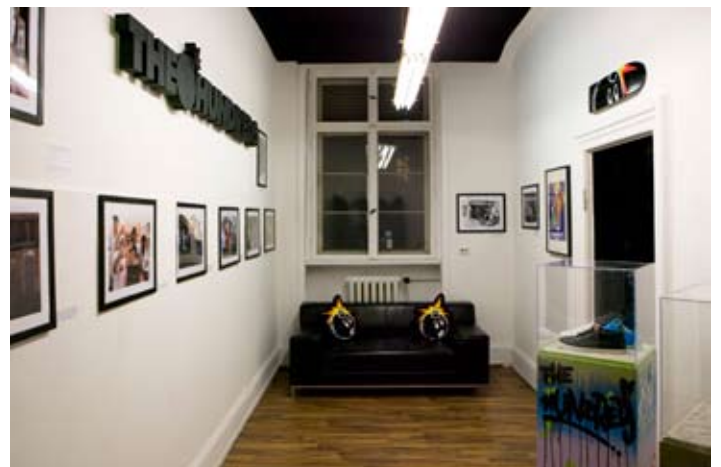
Photographer Thomas Wolfzettel, once again captured the essence of the Bright Brigade throughout the Winter 2009 show. The photos will add to the growing Bright Brigade and be featured in upcoming editorial and an exhibition at the Summer 2009 show.



Bright Off-Schedule

During the Winter Bright saw the addition of a fashion show by Off Schedule, which featured fashion shows by Reebok, Fenchurch, SoPopular, Kid Vanilla and OntFront.





Best Booth Contest

The best booth this show was a tie between The Hundreds and Nike SB. both will share in the prized trophy and some free booth space during the Summer 2009 show.



What brought us together in the first place

Bright again played host to a few skateboarding events keeping its roots deep and firm in this thing that brought us all together.

The Made For Skate book exhibition was amazing and traced our heritage in all things skate. The Bowl competition saw Kevin Wenzke take the first place prize. In addition Red Bull threw their Poker S.K.A.T.E. contest with Alex Mizurov coming out on top with €900 in his pocket.

Bright Bowl Results

Kevin Wenzke
Rune Glifberg
Jurgen Hoewardt

Red Bull Poker S.K.A.T.E.

Alex Mizurov (€900)
Sascha Ewest (€255)
Christophe Radtke (€185)

Converse x Bright

On the opening evening of the show Bright teamed up with Converse to throw the welcome party. The evening kicked off at 19:00 with catered dinner and then the doors opened at 22:00 to everyone. The party was exactly what you would expect, good music, good people and a good hang-over in the morning.

Bright would like to thank Converse for their support and also all who ate, drank and dance into the morning hours.

Thank You

Overall the Winter Bright Tradeshow was a success and we look forward to continued growth during the Summer 2009 show. We would like to thank all the exhibitors and visitors for with our you the Bright Tradeshow would not be possible.

See you This Summer.

best,

The Bright Brigade

