

## Kidz at Stylemax Trade Show to Launch

This month, North American trade and consumer show producer MMPI debuts Kidz at Stylemax, a trade show spanning all categories of children's wear. The show, set for Jan. 30–Feb. 2 in Chicago, will provide the Midwest with a new marketplace, bringing the best lines in the industry to one convenient location, according to Susan McCullough, senior vice president of MMPI apparel. “Currently there is not one strong children's wear trade show in the Midwest, and MMPI intends to change that,” she noted. “Children's wear is a growing category for the [apparel] industry and its importance in the marketplace demands the focus of a dedicated show.”

Kidz at Stylemax will debut alongside Stylemax, a women's apparel and accessory trade show, also held at The Merchandise Mart. Apparel, accessories and gift items will be featured at the kids' show, which will be held four times per year. Call (800) 677-6278 or visit [www.merchandisemart.com](http://www.merchandisemart.com).

