

**BRIGHT  
Tradeshow**

July 11 to 13, 2008  
Friedrich-Ebert-Anlage 11, 60327 Frankfurt  
[www.brighttradeshow.com](http://www.brighttradeshow.com)

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**Press  
Release  
Summer 2008**

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## Bright Press Release Summer 2008

Last weekend saw the 7<sup>th</sup> Bright Tradeshow and once again we saw an increase in Visitors as well as an expanding Exhibitor list. 4150 fashion industry professionals attended the Summer Bright show, which is an increase of 16% over last winters show. This growth shows continuously growing need for a business platform in the boardsport, streetwear, Street Fashion and Footwear segments.

There was definitely a more international feel when walking around the show as we saw increases in visitors from outside Germany rise. Switzerland, Austria, USA, Russia and Spain were the top 5 outside country visitors.

*"This has become just the right platform to efficiently sight small and large street wear brands."* Says Marc Lohausen of top online retailer Frontline.

In addition the in visitor increase Bright also saw an increase in exhibitors, which is now at 280. This is an increase from 200 in the Summer 2007 show. The increase came from the Footwear and Streetwear sectors.

Bright has also expanded its facilities at the Former Frankfurt Police headquarter building once again to accommodate the growing exhibitor roster. Bright now boasts 10,000 sqm in floor space with more room to grow if needed.

*The Bright Brigade is growing!!!*

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**Summer Bright 2008**

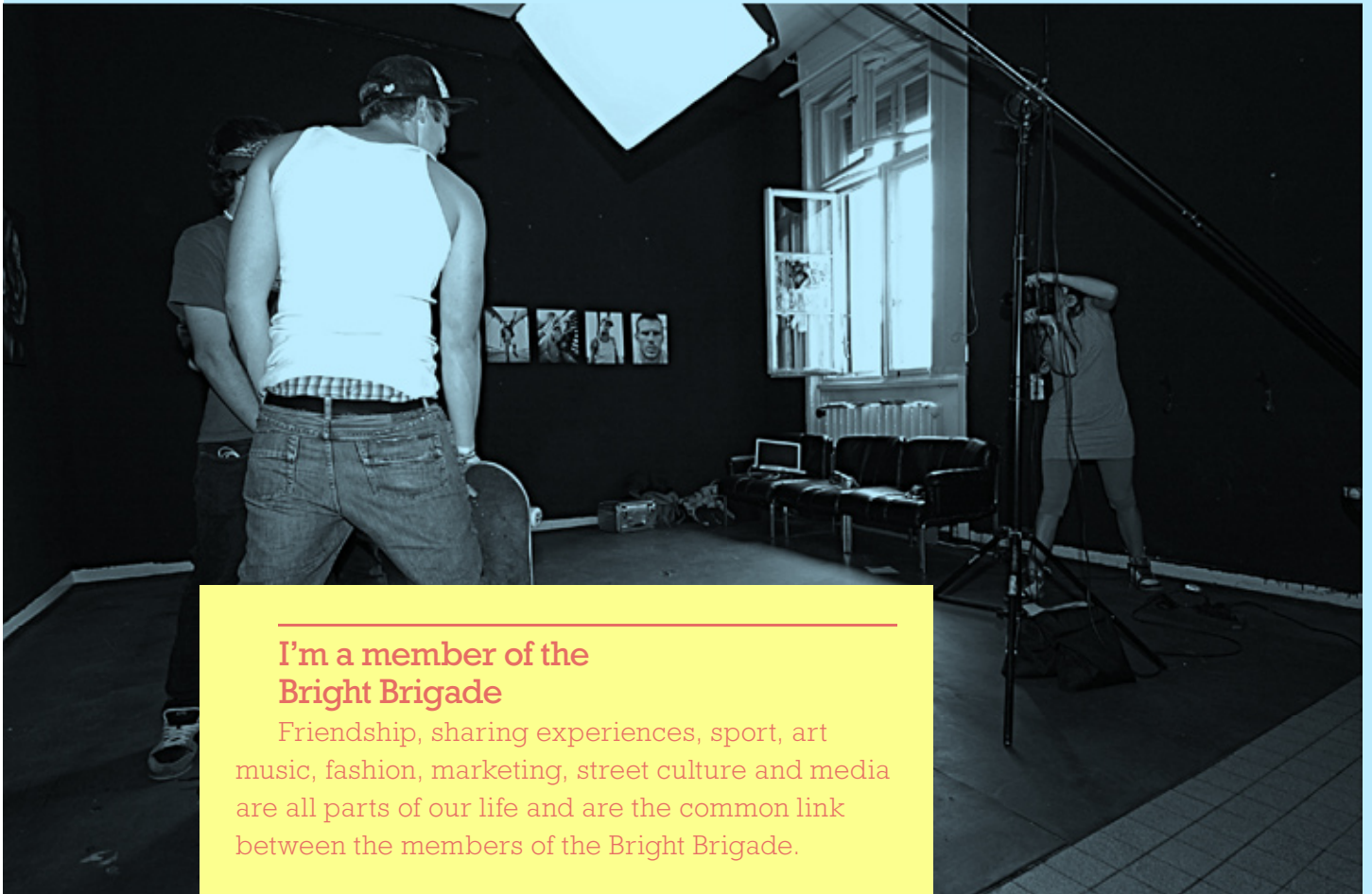
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## Lee And Bright Rocked Frankfurt

On the opening day Lee teamed up with Bright to hold the opening party of the Summer Bright show. The opening parties are now becoming infamous and this one will now also go down in the history books as exhibitors and visitors ate, drank and danced their asses off into the wee hours of the morning.

The event started off around 8pm with a dinner for the exhibitors and lucky few, the doors then opened at 10:30 to the sounds of Beat Beat Beat, they were followed by sets The Robocop Kraus and then the headliner of the night The Infadels ended the live music sets, as you can imagine this only got things started and then the DJ's rocked into the morning.



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## I'm a member of the Bright Brigade

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 Nadine Elfenbein, along with the help of Bright and Sportswear International captured the essence of the Bright Brigade throughout the Summer 2008 show. The photos will be part of an exhibition at the Winter 2009 Bright show titled I'm a Member of the Bright Brigade and will also be featured in an upcoming issue of Sportswear International.

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**Summer Bright 2008**

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## What brought us together in the first place

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

There was the 30 years of Titus which you could say is where these roots began. Then there was the Boardstein Bowl Contest, which saw Frenchman Sam Parteix take the first place prize. We also saw the best trick contest get hammered by Oliver Gorden.

In addition we saw Matix Clothing, Analog Clothing and Osiris Footwear bring out their international and national team riders to have some demos on the newly refurbished kick ass skatepark.



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### Boardstein Bright Bowl results:

1. Sam Parteix (Fr)
2. Kevin Wenzke (De)
3. Bjorn Klotz (De)
4. Micky Iglesias (Ch)
5. Dylan Rieder (USA)



Summer Bright 2008

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### **Source Job Agency**

As a result of the positive feedback from previous Bright shows, Source Magazine arranged again its Job Agency on the first floor. It served as interface and meeting point for distributors, labels and job hunters.

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### **Lodown Exhibition**

in support of the children's home and a home for handicapped people in Romania.

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### **Tibet is a member**

And Bright did its part to Free Tibet by making Tibet a member of the Bright Brigade. On sale were posters of the Dali Lama that could be purchased and all proceeds will then be given to a Tibetan Freedom Charity.

We look forward to seeing you all at the next Winter Bright show.

Thanks  
The Bright Brigade