

## PRESS RELEASE

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# July Dallas Men's Show To Be Largest In History

*Over 750 brands to participate in the summer trade event at Dallas Market Center*

**DALLAS - July 20, 2022** - Top menswear retailers from across the nation will gather at Dallas Market Center from July 30th - August 1st for the largest Dallas Men's Show in history. Surpassing the winter trade event, the summer show will feature over 750 brands with a curated, expanded display of classic and contemporary apparel, accessories, and footwear.

The Dallas Men's Show will take place across multiple floors of the World Trade Center with an array of categories including gifts, outdoor, luxury, tailored suiting, athleisure, sportswear, contemporary, accessories, and more. With more than 750 domestic and international brands slated to participate, retailers are encouraged to browse permanent showrooms and temporary exhibitors at Dallas Market Center, currently the fastest growing menswear marketplace in the US.

"To keep up with demand and accommodate more brands, we added space for the upcoming show," said Cindy Morris, president and CEO of Dallas Market Center. "We are thrilled to be able to bring so many quality brands - new and returning - to retailers and expect attendance numbers to exceed the winter show."

165 booths will be on display on the 12th floor featuring exhibitors like Brooks Brothers, Bugatchi, Digel, Le Chateau, Lief Horsen, & Lore Outdoor, Robert Barakett, Stone Rose, Tiger of Sweden, and Tiki Napoli. Additional notable brands include Fish Hippie, GenTeal, Leathergoods, Southern Marsh, Torino Belts and Leather Goods, and True Grit on the 7th floor; Clint Orms, Hooey Denim, and Scully on the 14th floor; and AG Jeans, Johnnie-O, Mitchell & Ness, and Vuori on the 15th floor.

Daily hospitality and networking are legendary at the Men's Show. Aside from complimentary coffee each morning, guests will be treated to pop-ups including a Texas Pours & Popcorn Bar, Beer & Wine Moving Cart, Bloody Mary Bar, Whiskey Sours, and more throughout the weekend. Saturday evening, everyone is invited to the famous Men's Show Party taking place on the 1st floor. Enjoy drinks, food, and live music with a cigar rolling station for complimentary cigars plus other surprises.

The upcoming Dallas Men's Show takes place July 30-August 1. Other upcoming Dallas Market Center events include the Apparel & Accessories Market, August 23-26; KidsWorld, August 23-26; AETA International Trade Show, August 25-28; and WESA's International Western/English Apparel & Equipment Market, August 25-28.

For additional future markets, visit the Dallas Market Center website and download the Dallas Market Center mobile app. Also, keep up-to-date on all information by visiting Dallas Market Center on Facebook, Twitter, Instagram, and the DMC blog.

**About Dallas Market Center**

Dallas Market Center is a global business-to-business trade center and the leading wholesale marketplace in North America connecting retailers and interior designers with top manufacturers in home décor, furniture, gifts, lighting and fashion. Inside its dynamic, five million square foot campus near downtown Dallas, nearly 200,000 customers from all 50 states and 85 countries seek industry trends, business education and new products via open-daily showrooms and from exhibitors participating in trade events held throughout the year. With thousands of free parking spaces, hotel shuttle buses, efficient dock services, well-maintained vertical transportation, boosted cell phone coverage, enhanced WiFi, and on-site restaurants and catering, DMC's superior facilities make shopping these markets convenient, enjoyable, and lucrative. Throughout the last six decades, the company has remained committed to ensuring that customers receive the support services they need to make their business experience in Dallas successful. [dallasmarketcenter.com](http://dallasmarketcenter.com)