SPRINGFAIR

7-10 FEBRUARY 2027 | NEC BIRMINGHAM



A *LOVE LETTER* TO RETAIL

Exhibitor Brochure

Real *people*. Real *products*.
Real *impact*.
All in Real Life



Wouldn't trade it for the world.

For 76 years, Spring Fair has opened its doors to brands with something to prove. The founders, the makers, the risk-takers behind every product on every shelf. The ones who packed their first orders on the kitchen table – they're still here, just bigger now. Spring Fair exists for those people, and this February, it's addressed to you.

We're calling 2027 'A Love Letter to Retail' because that's what this show is. Four days, one venue, and the UK's largest gathering of suppliers and buyers, writing orders, starting partnerships and reminding each other why we do this.

And there's more to fall for this year.

The Design Quarter gives design-led brands a curated home. The Gift Edit, created with Wolf & Badger, answers buyer demand for premium, trend-led product. Fashion gains two new destinations in the Fashion Edit and the Conscious Fashion Edit. And after a successful 2026 launch, Licensing returns in partnership with Total Licensing, significantly expanded.

Whether you're building a brand or growing a new one, ***you belong here.***

- Fay Tranter
Event Director for Spring Fair

Spring Fair at a glance

Trade shows everywhere are shrinking. Spring Fair is doing the opposite: *30% growth in new brands, 20% more international brands* and a *10% increase in small businesses,* with *34% of buyers attending for the first time*. The industry is voting with its feet, and it's walking into Spring Fair at the NEC.

40,000+ visitors

86% of visitors hold purchasing power

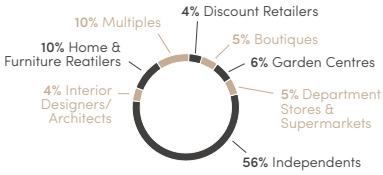
81% placing or planning orders at the show

54% are business owners, CEOs or managing directors

Buyers from **147 countries** including



Who attends Spring Fair



1,500+ exhibitors

30% new

70% returning

36% of exhibitors exclusive to Spring Fair

2 million+ products

38% exclusive product launches

30% growth in new brands

20% growth in international brands

16+ show sectors

Why exhibit at **Spring Fair**

Every stand is an investment. Here's what it returns: launches that *land*, buyers who *sign*, and partnerships that *outlast the show*.

Launch here

38% of products at Spring Fair are exclusive launches. Buyers arrive expecting newness, and they place orders for it.

Go global

Meet international buyers without the international travel. **Buyers from 147 countries** walk these halls each February. One stand, one show, a global buyer base.

Closer than you think

More London buyers attend Spring Fair than any other show in the country, and 75% of the UK population is within three hours of the NEC.

Real buyers, real budgets

Our buying team works year-round to bring the decision-makers who match your sector, across **40,000+ visitors** and carefully curated areas.

One stand, every category

Today's buyers don't stay in one lane. Spring Fair is the biggest opportunity to reach them cross-category, all under one roof.

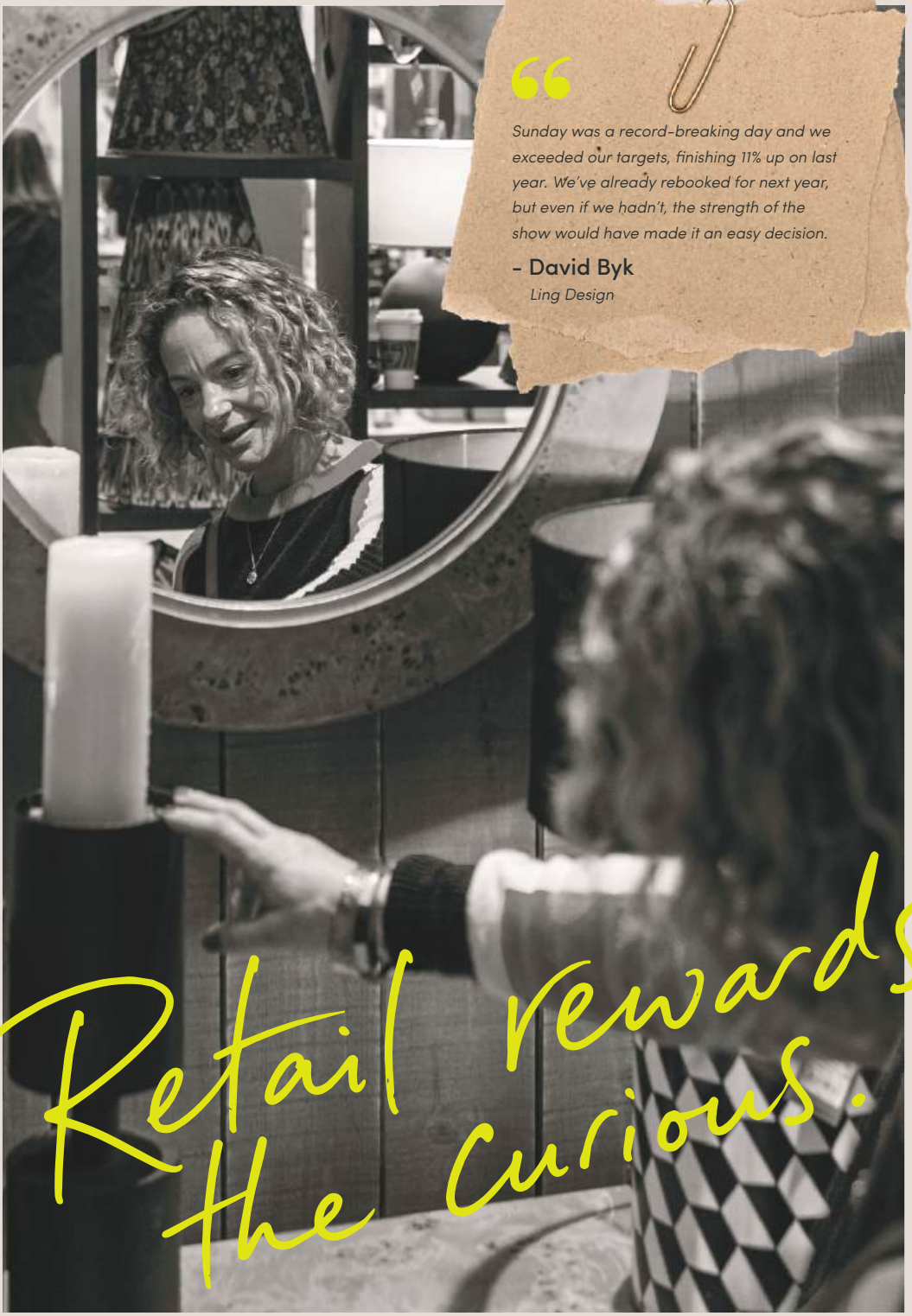
We've got your back

A dedicated account manager, market knowledge and insider tips, from the day you sign to the day you pack down.

Scale and curation

More buyers. More conversations. More exclusive product. Spring Fair is the only major retail trade show in growth.

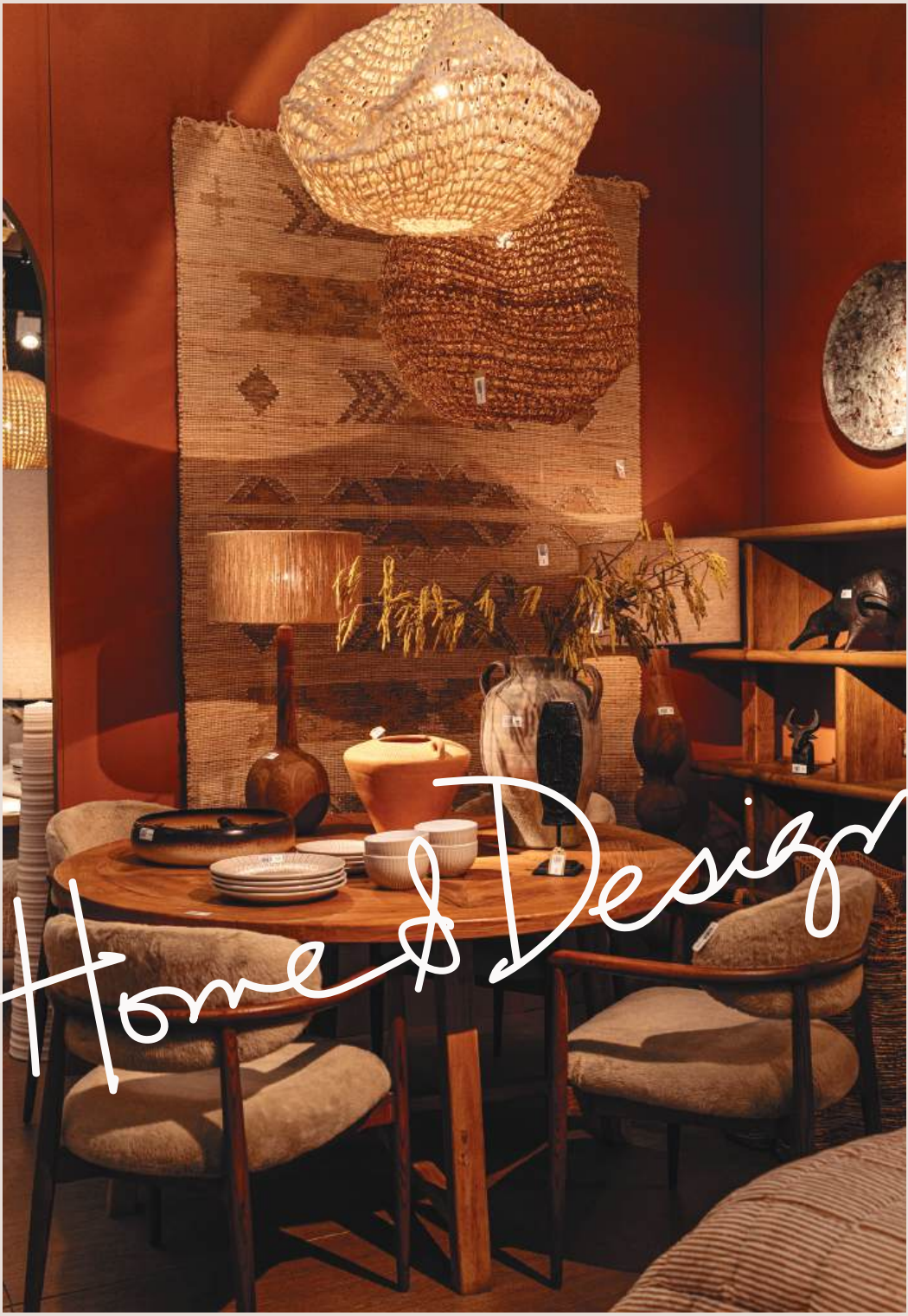
> *Buyers were placing orders almost immediately. Spring Fair was always the place we planned to launch this prestigious new global licence, and it's proven to be the right decision.*
>
> **- Nigel Mitchell**
> *Jewn, on launching the Historic Royal Palaces collection*



Sunday was a record-breaking day and we exceeded our targets, finishing 11% up on last year. We've already rebooked for next year, but even if we hadn't, the strength of the show would have made it an easy decision.

– David Byk
Ling Design

Retail rewards the curious.

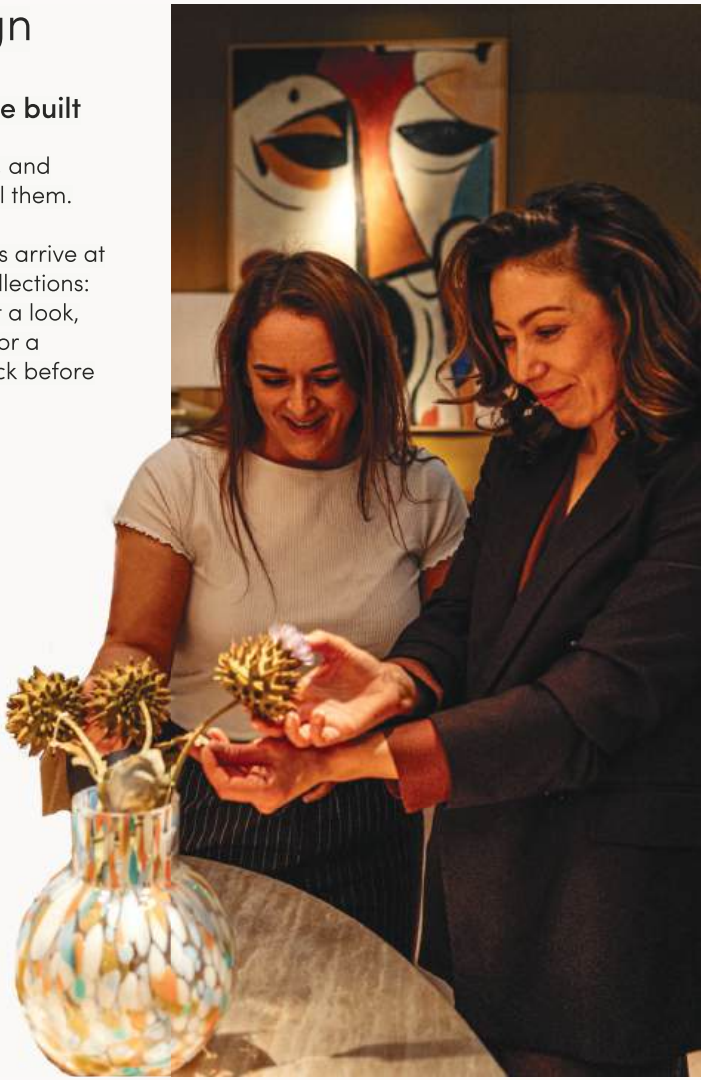

Home & Design

Home & Design

Where home ranges are built

Homes never stop changing, and neither do the ranges that fill them.

Every February, home buyers arrive at Spring Fair to build entire collections: the statement pieces that set a look, the everyday lines that anchor a season, the trends they'll back before they're everywhere.



New for 2027: The Design Quarter

A carefully curated destination showcasing exceptional design-led brands, craftsmanship and premium retail inspiration. Being selected says something about your brand before a buyer even reaches your stand.

Sectors:

Home, Living & Décor | Design | Outdoor Living

Christmas, Festive & Floral | Housewares

Buyers include:

JOHN LEWIS & PARTNERS

M&S

FORTNUM & MASON EST 1707

HARTS OF STUR

DANIEL of WINDSOR

AFTER NOAH

ANTHROPOLOGIE

BLUE DIAMOND

dobbies garden centre & restaurant

NEXT

HOMESENSE

ARIGHI BIANCHI EST. 1854

DAPA ATELIER

LOFT

CROSSMAN & WALSH Lighting Fixtures

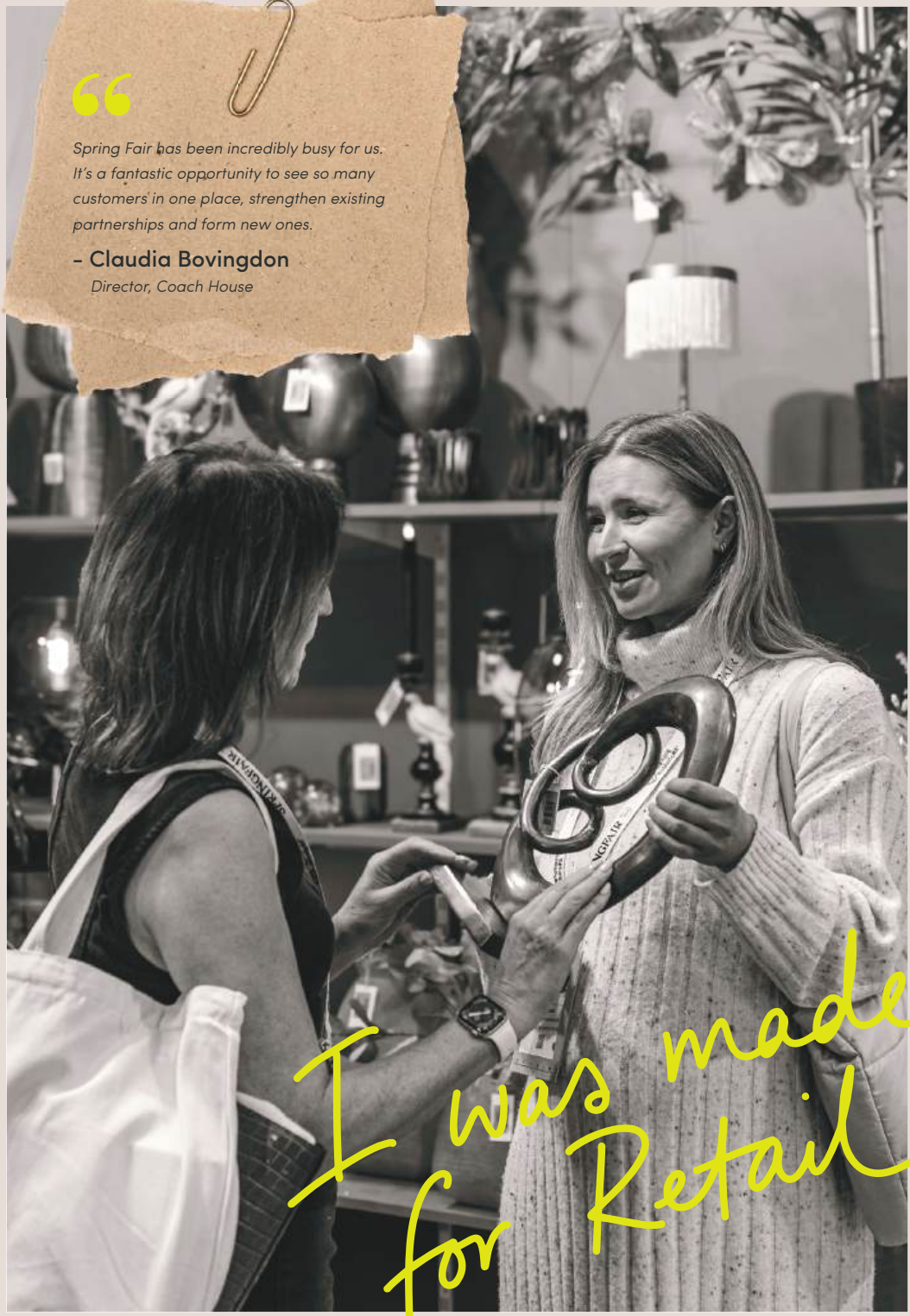
RICHARD GRAFTON interiors

EST. 20 TILEHOUSE STUDIO.

CANWELL INTERIORS

CELIA SAWYER

BARKERS HOME



Spring Fair has been incredibly busy for us. It's a fantastic opportunity to see so many customers in one place, strengthen existing partnerships and form new ones.

- Claudia Bovingdon

Director, Coach House



Retail is art. It's about transforming art into product and creating magical moments. Right now, one of the most important things is how we support independent brands and help shape culture.

– Hugo Empson

Head of Brand Partnerships, Wolf & Badger

Gift

Gift

The UK's sourcing destination for gift

Gift is where Spring Fair began, and it runs on a truth every retailer knows: *bestsellers burn out.*

So, gift shop owners, museum retailers, garden centres and national chains walk these halls every February hunting the next one – the product they'll build a display around, the impulse buy that earns its place at the till. Fashion retailers are expanding into gift, looking for brands that stop the scroll.



New for 2027: The Gift Edit, in collaboration with Wolf & Badger

A curated, trend-led showcase built to elevate discovery and answer growing retailer demand for premium, design-led product. If your brand trades on provenance and craft, this is your stage.

Sectors:

Gift | Greetings, Party & Celebration | Food & Drink

Kids, Toys & Play | #SBS New Business Pavilion

Buyers include:

Fenwick

House of Bruar

Hamleys

Morleys Department Stores

Rossiters of Bath

Temptation Gifts

Est 1901 Jespers of Harrogate

Blue Diamond

The British Museum

English Heritage

Waterstones

Royal Collection Trust

Wolf & Badger

John Lewis & Partners

TJX

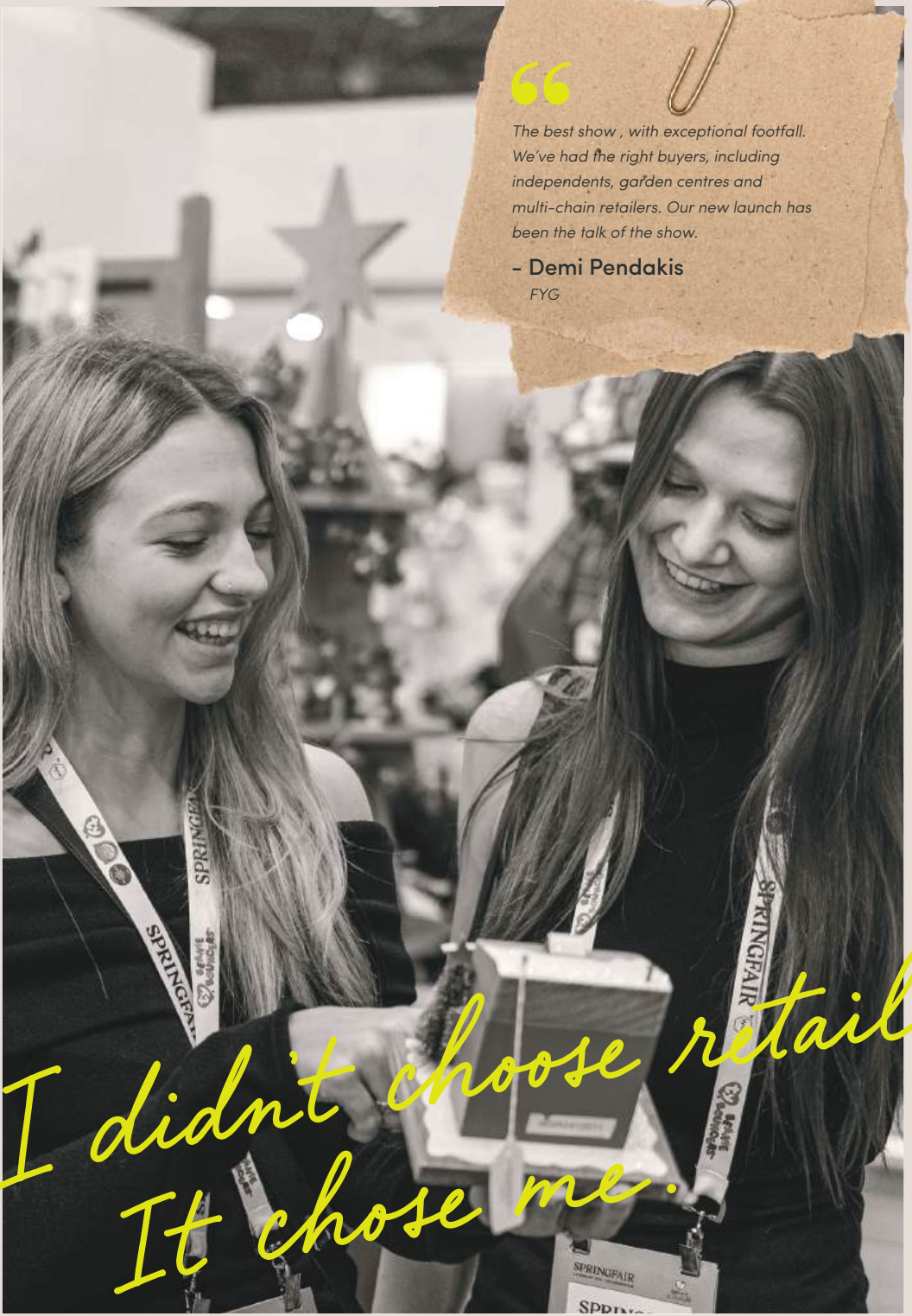
Merlin

World Duty Free

dobbies garden centre & restaurant

Anthropologie

ZSL



The best show , with exceptional footfall. We've had the right buyers, including independents, garden centres and multi-chain retailers. Our new launch has been the talk of the show.

– Demi Pendakis
FYG

I didn't choose retail. It chose me.



The show has been fantastic for me. I'm completely overwhelmed by the response, not just in licensing but on the retail side too. Spring Fair has given me those opportunities.

- Emma Lawrence

Director, Emma Lawrence Designs (Licensing Lab)

licensing

Licensing in partnership with Total Licensing

Supported by Licensing International

A recognised name on a product does something no marketing budget can: it earns trust on the shelf in a second. That's why retailers are investing in licensed ranges, and why buyers come to Spring Fair looking for their next partnership.

For 2027, Licensing covers the full breadth of the industry in one place: character and entertainment, art and design, heritage and museum, brand and lifestyle. Whoever you are – licensor, licensee, agent, artist or designer – the people who can grow your IP are here.

Retailers sourcing licensed product at Spring Fair include:

FORBIDDEN PLANET.COM
MINISO
hmv
Silverstone
JOHN LEWIS & PARTNERS
MORLEYS DEPARTMENT STORES
Morrisons
British Garden Centres
TESCO
Merlin
Sainsbury's
V&A
Merchoid
LIDL
dobbies garden centre & restaurant
NEXT
FRASERS GROUP
Waterstones
House of Spells
Disney STORE

Fashion

Fashion

Where style meets real retail

Fashion retailers live or die on a point of difference: the jewellery brand nobody else has yet, the label their customers won't find on every rail. Boutique owners, department store buyers and lifestyle retailers come to Spring Fair to spot what's next while it's still next.

New for 2027

- **The Fashion Edit:** curated premium clothing, accessories, jewellery and beauty products for buyers seeking elevated collections.
- **The Conscious Fashion Edit:** ethical brands, sustainable innovation and responsible sourcing in one considered space.



> *What I love about retail is the energy, the passion, the connection and the careers that can be built in retail.*
>
> **- Deryane Tadd**
> *Founder, The Dressing Room*

Sectors:

Clothing & Footwear	Jewellery & Watch
Fashion Accessories	Beauty & Wellbeing

Buyers include:

FRASERS GROUP

NEXT

George.

EST. 1960 DONAGHYS of Bambridge

F.HINDS JEWELLERS SINCE 1856

Tŷ Martha

bents

DANIEL of WINDSOR

MENARYS

English Heritage

Royal Botanic Gardens Kew

ROYAL COLLECTION TRUST

HOT TOPIC

LC WAIKIKI

ULSTER STORES

CREASEYS

david CHRISTOPHER JEWELLERS

Hollins & Hollinshead FAMILY JEWELLERS SINCE 1978

Grace&co CONTEMPORARY JEWELLERS

MORLEYS DEPARTMENT STORES



We've been coming to Spring Fair for over 15 years. This year has been really positive: good orders being placed and a genuine sense of optimism on the show floor. That confidence gave us the reassurance to rebook for next year.

– Sanjeev Bhatia
Director, Terminal 1



Everyday

A destination built around the everyday products customers rely on and purchase regularly.

Buyers include:

ASDA · B&M · B&Q · currys · The Range.co.uk · Robert Dyas · savers · Trago · BONNYPACK · Boyes · co op · Budgens · charlies · CRACKERJACK · PROPER JOB · semichem · tallira · Morrisons · Sainsbury's · QD

Retail Services

Every buyer at Spring Fair is also running a business, and margins have never worked harder. If your service helps retail run leaner, sell smarter or keep more of what it makes, your customers are already in the building.

Buyers include:

age UK · AIS · Co-op · CommCare Pharma · Harvey Norman · Tillier · hobbycraft · House of Cards Lovecards · IKEA · Marie Curie · postmark · Yorkshire Garden Centres · scribbler · snappy snaps · sterling HOME · target · The Works · United Hardware · The Salvation Army · WWT



We've had around 25 solid enquiries in one day alone. The connections made here lead to long-term partnerships. We're still seeing results from last year's show, including a major retailer onboarding with us after first meeting at Spring Fair.

- Doderer
DOJO (Retail Services)



Greetings, Party & Celebration

Everything you need to mark every occasion. The Greetings sector brings together cards, gift wrapping, beautifully designed stationery and partyware, all in one inspiring destination.

Buyers include:

ALDI, cardfactory, Cardsdirect, DUNNES STORES, CARDZONE, eason, funkypigeon, HOUSE OF CARDS, moonpig, newsXpress, PAPER TIGER, Ryman, Sainsbury's, scribbler, TESCO, WHISTLEFISH, UOE, Waterstones, TGJones

What you get as an exhibitor

Booking a stand is the start. From the day you sign, we get to work making sure buyers know who you are before the doors even open.

Marketing support

We put your brand in front of buyers months before you arrive:

- 18,000 Show Guides and 6,000 Little Black Book previews in buyers' hands.
- A 360 PR campaign across every channel we own, plus **110k email subscribers**, **117k social followers** and **31k monthly web visitors**.
- Hosted buyer programmes for UK and international buyers, and targeted outreach to the specific names you want to meet.

Exhibitor toolkit

Everything you need to sell your stand before you get there:

- A listing in the Little Black Book and Show Guide, so buyers plan you in.
- An online exhibitor profile promoting your brand, products and ranges.
- Personalised invites and assets to send your stockists and target buyers.
- Ready-to-use banners, logos and email signatures.

Pitch Live

Win a Pitch Live slot and you're presenting your product on stage to a hall full of buyers. It's the fastest way to get discovered at the show: buyers watch, take note and come find your stand.

120+ speakers, all pulling buyers onto the floor

- Heart of Retail Stage: retail leaders CEOs on the decisions behind the headlines
- Style Studio and Design Studio: trend, styling and design insight
- Masterclass Studio and Licensing Studio: practical and commercial sessions
- Buyer Meet Ups and Tours, Gift of the Year, the Social Business Space and Product Pavilions

Content this strong keeps buyers on-site all day. The longer they stay, the more they pass your stand.



Whether you're considering Spring Fair for the first time or planning your return, our team will help you find the right space, the right package and the right plan to make it pay off.

Stands are selling fast.
The earlier you book, the more options you'll have.

Get in touch:
Email the team at exhibitor@springfair.com