



AMD and the Lyon Collection Fair

What's AMD?

L'**Association des Magasins de Danse** was created in 2013, allowing all the specialized dance shops, to **gather and create an amazing synergy**. This allowed each member shop to take part in an active dynamic, to offer always a wider range of dance products, while sharing their professional experience with their customers.

AMD is also sharing between member shops so we keep serving our clients better and better. Our member shops are located all around France and work more in collaboration than competition, sharing their experience, information, contacts but also sometimes their stocks. By doing so, they manage to serve and respond to the needs of the French dance market more efficiently.

The Lyon Collection Fair

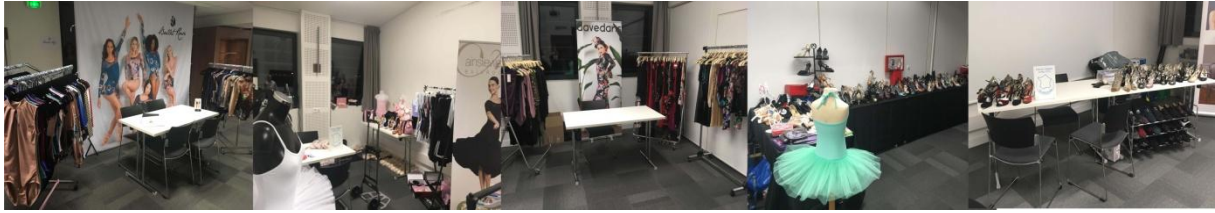
The Lyon Collection Fair, created in 2013, by the members of the AMD board, takes place every year in Lyon, ever since. This event has, since then, become the irreplaceable meeting in France for the dance supply professionals. It happens every year on the week-end of mid-February, right before DIF.

During each edition, the concept is simple: **The entrance of the fair is strictly reserved to professional, both brands and dance shops, who are given an access badge after their registration**. Every brand who wishes it can book a booth, to present its products of its collection. Brands and their representatives are in charge for organizing and decorating their own booth.



The list of participating brands, when finalized in early December, is communicated to both French and foreign retailers, who show interest in coming to the fair. The shops then send to the AMD board their confirmation, including their individual meeting wishes. This allows the organization to make the meeting schedules for both brands and retailers.

Besides, the shops representatives can hang in the fair during their free time, and get additional appointments with non-scheduled brands. This only works, of course, if the brands have some available time.



Also, in the past editions, the Fair had the opportunity to welcome some foreign retailers. Several European countries have been represented in Lyon, with pleasure! Do not hesitate we have English-speaking team members.

Last but not least, we also have the tradition to organize and dinner on Sunday evening, so both brands and retailers can gather in a friendly environment. Every participant is welcome to participate!

Last year, the coming brands were:

Artiligne, Baïlarem, Basilica Dancewear, Ballet Papier, Ballet Rosa, Bloch, Coési Danza, Dance Distribution, Davedans, Degas, Dansez-vous?, Freed, Gaynor Minden, Grishko, Happy Dance, Intermezzo, La Movenza, Lidmag, LikeG, Merlet, Mikelart, Non posso ho danza, Portdance, Rosso Latino, Sheddo, So Dança, Temps Danse, Vicard, Wear Moi, Werner Kern.

If you wish to participate to the next edition of the fair, please contact us by email:

salon.collections.amd@gmail.com

