

# CONCEPT:

This past August POOLTRADESHOW launched a new area entitled **s(eco)nd** that focused on the new breed of environmentally & socially conscious organizations that are emerging world-wide. **s(eco)nd** took place in conjunction with POOL in Las Vegas.

POOL, the incubator of new & emerging lifestyle fashion, began as a non-traditional forum to fulfill a need for the specialty market. For the last six years, Pool has been a place where key retailers connect with innovative apparel & lifestyle designers. Now, POOL has introduced a new branch that will fulfill a need in the industry for the new generation of consciousness. **s(eco)nd proudly launched with over 40 talented brands who are also making a positive impact on our world.**

Director of Operations for POOL & creator of **s(eco)nd** Mindy Wiener says, "Now we have an opportunity to lead by example on what is seemingly THE issue of our time. We recognize timing is very important in the Fashion Industry which is why August was the key time to launch **s(eco)nd**. There is no doubt that (people) businesses have become more aware & are implementing changes that will impact the industry for years to come. Now, with a very successful first show under our belt, we are more determined than ever to be THE place to facilitate change. By introducing the concept that **it only takes a s(eco)nd to change the world**, **s(eco)nd** will allow us all to take a second look at how we do business and will continually encourage our audience to re-think their most day-to-day habits. We are proud to take a stand, paving the way to greater change."

**s(eco)nd** will carefully hand-select each of its brands & partners for its second show in February, 2008. For more information on how you can become involved with POOL or **s(eco)nd**, please contact:

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