

Source Fashion Moves to January 2026, Strengthens Vision with Trend Suite Partnership

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Source Fashion Moves to January 2026, Appoints Trend Suite as Inaugural Trend Partner

London, UK – UK-based trade show **Source Fashion** is set for a major shift, moving from its traditional February slot to **January 13–15, 2026**. Organisers say the earlier dates are designed to place the event “at the very start of the year,” giving buying, sourcing, and product teams a timely springboard to align **discovery, supplier meetings, and range planning** when decisions matter most.

The move aims to benefit exhibitors by opening conversations earlier with potential partners focused on **responsibly sourced materials, white-label solutions, and full-service manufacturing**.

Alongside the new schedule, Source has named **Trend Suite** as its first **Inaugural Trend Partner**. Known for shaping catwalk directions for the fair each season, Trend Suite will now expand its role to include **curated insights, trend-led content programming, and collaboration on the January 2026 fair’s theme**.

The updates come just three years since the Hyve Group-owned event launched, with Source steadily growing its international footprint. At the **July 2025 edition**, which took place in a larger space at Olympia London, the fair reported a **51% year-on-year increase in footfall** and record visitor numbers. High-profile attendees included representatives from **LVMH, Harrods, Burberry, John Lewis, and Asos**.

Event director **Suzanne Ellingham** highlighted Source’s mission of combining **responsibility and inspiration** in fashion:

“Our role is to connect people and create the environment for better, more responsible fashion, and that’s exactly what we’ll continue to deliver this January. With the addition of Trend Suite as our first official fashion trend partner, we’re also able to give buyers and suppliers a clearer view of the creative signals shaping the future of fashion.”

With this strategic timing shift and strengthened creative programming, **Source Fashion is positioning itself as a must-attend event in the global fashion sourcing calendar**.