

A MOST CURIOUS BABY FAIR

VINTAGE, DESIGNED AND HANDMADE PRODUCTS FOR MATERNITY, BABIES AND TOTS
WWW.AMOSTCURIOUSBABYFAIR.CO.UK

40 EXHIBITORS CATERING FOR THE PARENTS WHO STILL HAVE STYLE ON THEIR MINDS!
PLUS INSIDE AND OUTSIDE ENTERTAINMENT AND WORKSHOPS ALL DAY

SATURDAY 14TH JULY 10.30AM-4PM

ST GREGORY'S CENTRE FOR THE ARTS
POTTERGATE, NORWICH, NR2 1ER
CONTACT - REBECCA@AMOSTCURIOUSPARTY.CO.UK



£1 ENTRY
CHILDREN UNDER 16 FREE

HAPPY TO BE SPONSORED BY
POLARN O. PYRET



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ABOUT THE FAIR

HERE AT MOST CURIOUS, WE FEEL THAT JUST BECAUSE YOU HAVE A BUMP OR HAVE HAD CHILDREN WHY SHOULD YOU STOP WANTING, WEARING OR HAVING CHIC, BEAUTIFUL, FUN OR EXPRESSIVE THINGS THAT ARE IN LINE WITH THE PRE-BABY YOU. OUR FIRST EVER BABY FAIR WILL FEATURE OVER 40 EXHIBITORS CATERING FOR THE PARENTS WHO STILL HAVE STYLE ON THEIR MINDS! FOR THOSE THAT LOVE A BIT OF VINTAGE OR FAVOUR CONTEMPORARY AND DESIGNED PIECES, MOST CURIOUS WANTS TO OFFER PIECES THAT TAKE YOU FROM A BUN IN THE OVEN UP TO SCHOOL AGE WITHOUT LOSING YOUR COOL.

FROM ORIGINAL SILVER CROSS PRAMS TO DRIBBLE BIBS MADE IN MID CENTURY FABRICS, ART WORK AND INTERIOR PIECES FOR THE NURSERY AND CHILDREN'S ROOMS FROM THE COOLEST ILLUSTRATORS AND MAKERS TO BEAUTIFULLY DESIGNED CLOTHES FOR MUMS-TO-BE, GIRLS AND BOYS. THERE WILL BE A CHILDREN FRIENDLY TEA ROOM, LIVE MUSIC, FUN AND CREATIVE WORKSHOPS AND PLENTY OF ENTERTAINMENT INSIDE AND OUT TO MAKE A DAY OF IT (AND KEEP THE LITTLE NIPPERS HAPPY WHILE MUM AND DAD SHOP).



STAND PRICES

FOR THE FIRST MOST CURIOUS BABY FAIR WE ARE OFFERING A SPECIAL LAUNCH EVENT PRICE OF

€60 REGULAR STAND

€100 SHARED STAND

THIS IS A 2M X 1.5M SPACE INC. A TABLE AND 2 CHAIRS

UP TO 2 COMPANIES CAN SHARE A STAND

LARGER SIZES AND CORRESPONDING PRICES CAN BE DISCUSSED



PRESS AND MEDIA

WITH A JOURNALISTIC BACKGROUND THE MOST CURIOUS KNOW WHAT IT TAKES AND HOW TO PROMOTE THE HECK OUT OF THEIR FAIRS AND WHO TO TARGET. WE PUT TOGETHER PROMOTIONAL PICTURES, AS SEEN IN THIS MEDIA PACK, FOR EACH FAIR AS WE KNOW FOR PRESS A STORY IS NOT A STORY WITH OUT IMAGES. OUR SISTER EVENT THE MOST CURIOUS WEDDING FAIR HAS BEEN LISTED IN TIME OUT, STYLIST, NATIONAL BRIDAL PRESS SUCH AS CONDE NAST BRIDE AND YOU AND YOUR WEDDING AS WELL AS NUMEROUS BRIDAL BLOGS AND WE WOULD BE AIMING FOR THE SAME CALIBRE OF COVERAGE FOR THE BABY FAIR.



WE ALSO DON'T UNDERESTIMATE THE POWER OF THE LOCAL PRESS AND HAVE GOOD CONTACTS AT THE FOLLOWING NORFOLK PUBLICATIONS FOR NORWICH HAVING BEEN FEATURED ON THEIR PAGES ...

EDP, EVENING PAPER/ TRIANGLE/ ICENI GUIDE/ THE GOLDEN GUIDE/ OUTLINE/ NORWICH MAGAZINE

AS WELL AS AN INTERVIEW SLOT ON BBC NORFOLK.

WE ALSO FLYER EACH FAIR IN 6 WEEKS BEFORE AND AS A REGULAR ON THE NORWICH MUMMY CIRCUIT, FOUNDER BECKY HOH-HALE WILL PROMOTE IT HEAVILY STRAIGHT TO THE TARGET AUDIENCE!

WE ALSO HAVE AN ADVERTISING BUDGET TO BE USED ON KEY MOTHER AND BABY MAGAZINES.



ABOUT NORWICH

NORFOLK IS AN AFFLUENT COUNTY IN THE MIDDLE OF A VERITABLE BABY BOOM. BETWEEN APRIL 2000 AND APRIL 2001 4,757 BABIES WERE BORN AT THE NORFOLK AND NORWICH UNIVERSITY HOSPITAL, BUT FROM APRIL 2010 TO APRIL 2011 THE FIGURE WAS 6008*. WE COULD BLAME THE BORING NIGHTS IN SPARKED BY THE RECESSION, OR NORWICH'S UNIVERSITY OF EAST ANGLIA WHICH BRINGS MANY PEOPLE TO THE COUNTY WHO GO ON TO START FAMILIES BUT WHATEVER THE REASON IS THE PLACE IS A CONSTANT SEA OF BUGGIES, TODDLERS, BUMPS AND BABIES. WITH THE VARIOUS ART COLLEGES, MANY CREATIVE, DESIGN MINDED AND FASHION CONSCIOUS PEOPLE COME TO THE CITY AND SETTLE HERE AND ARE NOW LOOKING FOR BEAUTIFUL, STYLISH AND CHIC THINGS FOR THEIR CHILDREN. NORWICH AS A LOCATION IS ALSO A LITTLE CUT OFF WITH NO MAIN MOTORWAY CUTTING THROUGH OR AROUND IT SO TO BRING SUPER COOL PRODUCTS TO ITS YUMMY MUMMY RESIDENTS WILL BE HUGEY POPULAR AND WELL ATTENDED.



*STATISTICS ON NHS.UK

ABOUT 'MOST CURIOUS'

THE MOST CURIOUS EXHIBITIONS, STARTED AS THE VINTAGE EVENTS, HIRE AND STYLE COMPANY A MOST CURIOUS PARTY WWW.AMOSTCURIOUSPARTY.CO.UK IN 2009, FOUNDED BY VINTAGE ENTHUSIAST AND ASSISTANT EDITOR AND STYLIST ON INTERIOR DESIGN MAGAZINE, IDFX, BECKY HOH-MALE. BECKY ADDED THE MOST CURIOUS WEDDING FAIR TO THE PORTFOLIO IN 2011 WWW.VINTAGE-WEDDING-FAIR.CO.UK WHICH TAKES PLACE IN NORWICH AND LONDON 4 TIMES A YEAR, LEADING TO VISUAL STYLIST AND EVENTS ASSISTANT GEMMA GOODWIN JOINING THE TEAM.

THE MOST CURIOUS WEDDING FAIR IS AN ESTABLISHED AND SUCCESSFUL EVENT WHICH PULLS IN OVER 800 AND 1200 PEOPLE AT THE NORWICH AND LONDON LOCATIONS RESPECTIVELY. IT WAS ALSO IN THE TOP 3 IN THE BEST FAIR CATEGORY OF THE VINTAGE NORWICH AWARDS 2012. IT CATERS FOR COUPLES WITH AND LOOKING FOR THE COOL FACTOR - WITH HAND MADE, CRAFTED, BESPOKE, DARING, VINTAGE AND FUN IDEAS AND PRODUCTS FOR YOUR BIG DAY AND WAS INSPIRED BY BECKY'S OWN EXPERIENCE OF A LACK OF CREATIVE OPTIONS WHEN PLANNING HER OWN WEDDING IN 2008.



MORE ABOUT 'MOST CURIOUS'

IN FEBRUARY 2011 SHE HAD BABY BELLA AND CAME ACROSS THE SAME PROBLEM FACING THE FASHION FORWARD, MODERN THINKING, STYLE AWARE MUM, WHERE WERE THE BABIES FAIRS FOR THEM? SO SHE THOUGHT IT WOULD BE GREAT TO BRING TOGETHER THESE SORT OF SUPPLIERS UNDER ONE ROOF, ALL HAND PICKED WITH A COOL-HUNTING EYE, AND UNITE THEM WITH PARENTS AND TOTS OF THE SAME NATURE. THE FAIRS ARE PUT TOGETHER AS A FUN DAY OUT, COMBINING SHOPPING WITH ALL IMPORTANT KIDDIE ENTERTAINMENT.



TO EXHIBIT, ATTEND OR ENQUIRE

WWW.AMOSTCURIOUSBABYFAIR.CO.UK

FACEBOOK

WWW.FACEBOOK.COM/MOST.CURIOUS.PARTY

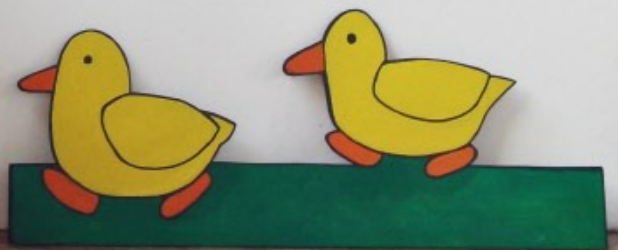
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PHOTOSHOOT CREDITS

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MIFFY PROPS: GEMMA GOODWIN FACEBOOK.COM/GEMMASPAPERCUTS

TREES AND SEAL ARTWORK: ADAM ELLISON ADAMELLISON.CO.UK

MATERNITY DRESS: GET CUTIE GETCUTIE.CO.UK

BABY'S DRESS AND PINK COAT: LITTLE 'A'

FACEBOOK.COM/LITTLEAORIGINALS

TODDLER BOY'S JUMPER: VINTAGE KNIT KNACKS

VINTAGEKNITKNACKS.CO.UK

HAIR FLOWERS: BOHEMIAN LOVE STORY BOHEMIANLOVESTORY.COM

CAKES: CUPCAKES BY JESS CUPCAKESBYJESS.CO.UK

CROCKERY: A MOST CURIOUS PARTY AMOSTCURIOUSPARTY.CO.UK

VENUE: ST GREGORY'S CENTRE FOR THE ARTS STGREGORYSART.CO.UK

