

# A MOST CURIOUS KIDS FAIR

Design-led, hand-made & fashion forward  
products for families with style on their minds

**LONDON** | 2nd December  
York Hall E2 9PJ

**BRIGHTON** | 24th November  
Unitarian Church BN1 1UF

**NORWICH** | 9th December  
Assembly House NR2 1RQ



Over 60 stands showcasing the hottest  
makers, designers, crafters and brands

[www.amostcuriousbabyfair.co.uk](http://www.amostcuriousbabyfair.co.uk)

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# The Most Curious Kids Fair

Exhibitor pack





Following the huge success of the first *Most Curious Baby Fair* this summer, the coolest baby fair in the UK is relaunching with a more grown up version.

Now not just for babies, bumps and tots, the fairs will cater for children up to 10 and the team are returning with a huge London date, featuring over 60 suppliers. And when better to do it than in perfect time for Christmas - meaning super smart shoppers will find a wealth of design-led, handmade, vintage and unique presents and gifts perfect for the most style-savvy children, parents and babies in their lives.

The fair will showcase over 60 hand-picked exhibitors who offer everything from the best in children's most fashion forward brands, beautiful handmade maternity pieces, aesthetically pleasing interior products and illustrations perfect for children's rooms, along with retro style accessories, vintage collectables and classic toys.

Set up by Becky Hoh-Hale, interior design journalist and stylist, the fairs are sure to feature only the most beautifully created and style conscious products. There is no other fair doing this, straight to the consumer, so we'd love you to be part of this unique event!

Read on to find out more about us and how you can apply for any of our three upcoming events.



# The fairs

Taking place on

**2nd of December at York Hall, Bethnal Green LONDON**

Also known as the breeding ground for East London's hipsters who settle down to be the UK's most stylish parents!

For those who may be a little further out of London, there are also two boutique versions of the Most Curious Christmas Kid's Fairs this winter.

Kicking off with the fairs' Brighton debut on

**24th of November at the Unitarian Church, BRIGHTON**

In the fashionable North Laines area.

Then closing on

**9th of December at the Assembly House, NORWICH**

hometown of the Most Curious Fairs.

There'll be kid-friendly workshops, a tea room with plenty of goodies, live demos and even Father Christmas' Grotto all making for a great family day out as well as a quintessentially cool shopping experience.

For more about the fairs, as well as the latest exhibitor announcements, see

**[www.amostcuriousbabyfair.co.uk](http://www.amostcuriousbabyfair.co.uk)**

**<http://blog.amostcuriousbabyfair.co.uk>**





# Advertising

This will be the first London Most Curious Kids Fair but we have previously held events in the same venue which have brought in over 1,500 people and would expect the same sort of figures if not more for a seasonal, central London event such as this. We expect around 600-800 people to come to the Norwich and Brighton shows. We advertise the fairs heavily, with contacts at *Stylist*, *Grazia*, *Time Out*, *Gurgle Magazine*, *Pregnancy and Birth*, *Mother and Baby* as well as more niche publications such as *Little Industry* and *Babiekins*. We also put it out to great lifestyle/family blogs such as *Baby Style File* and *Mini Post*, with a budget for adverts but also creating great photo shoots and ideas to generate as much editorial coverage as possible.

We flyer and poster all our events at least 6 weeks before, use local press outlets and also go crazy on social media – getting great, top notch exhibitors comes first and then it's all about the marketing, marketing, marketing!



# Stand Prices

Stands are 2m x 1.5m or 4m x 1.5m

You will be supplied with a 6ft x 2ft trestle table and two chairs.

We encourage you to get creative with your exhibition display and will be giving one stand with the Most Curious Stand award, for our favourite stand design.

Just give us a shout if you have special requirements or ideas.

## **A Most Curious Christmas Kids Fair, Brighton: Saturday 24th November 2012**

*Brighton Unitarian Church, Centre of Brighton BN1 1UF*

Stand Price - £60 | Large Stand Price - £105

## **A Most Curious Christmas Kids Fair, London: Sunday 2nd December 2012**

*York Hall, Bethnal Green, E2 9PJ*

Stand Price - £70 | Large Stand Price - £120

## **A Most Curious Christmas Kids Fair, Norwich: Sunday 9th December 2012**

*Assembly House, Norwich, NR2 1RQ*

Stand Price - £60 | Large Stand Price - £105

The deadline to apply for all three events is the 22nd October 2012.

All applicants will be informed either way by 29th October with a 50% deposit needed by the 5th November.

You can apply at

**[www.amostcuriousbabyfair.co.uk](http://www.amostcuriousbabyfair.co.uk)**

Thank you so much,  
we can't wait to hear from you!





# Who we are

## About Becky Hoh-Hale and the Most Curious portfolio

The Most Curious exhibitions started as the vintage events, hire and style company **A Most Curious Party** [www.amostcuriousparty.co.uk](http://www.amostcuriousparty.co.uk) in 2009, and was founded by vintage enthusiast and assistant editor and stylist on interior design magazine, idfx, Becky Hoh-Hale.

Becky added **The Most Curious Wedding Fair** [www.amostcuriousweddingfair.co.uk](http://www.amostcuriousweddingfair.co.uk) to the portfolio in 2011, which is an established and much talked about event in its Norwich and London locations. It caters for couples looking for the cool factor - with hand made, crafted, bespoke, daring, vintage and fun ideas and products for your big day, it was inspired by Becky's own experience of a lack of niche, creative and individual ideas for her own wedding. This success then led to the appointment of visual stylist and events assistant Gemma Goodwin as part of the team.

In February 2011, Becky had baby Bella and came across the same problem facing the fashion forward, modern thinking, style aware mum - and subsequently decided 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 and are gathering momentum as a one-of-a-kind, must visit for exhibitors and parents alike.

While there is still a nod to the vintage element on which the Most Curious fairs were founded, the emphasis is now moving toward design-led, trend-aware and fashion forward products, as the events attract a host of both established and up-and-coming designers and crafters, offering plenty of choice for lovers of new and old alike.



# Contact details

Becky Hoh-Hale and Gemma Goodwin

For more about us visit our website

**[amostcuriousbabyfair.co.uk](http://amostcuriousbabyfair.co.uk)**

Keep updated and read our blog

**[blog.amostcuriousbabyfair.co.uk](http://blog.amostcuriousbabyfair.co.uk)**

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Send us an email

**[Rebecca@amostcuriousparty.co.uk](mailto:Rebecca@amostcuriousparty.co.uk)**

Or try it the old fashioned way

**07852150285**

We look forward to hearing from you soon.

Photo shoot credits

Photography

JMA photography

[jmaphotography.co.uk](http://jmaphotography.co.uk)

Styling & vintage props:

Becky Hoh-Hale and My Little Nutmegs

Deer design:

Emma Renwick of My Little Nutmegs

[mylittlenutmegs@hotmail.com](mailto:mylittlenutmegs@hotmail.com)

Paper tree & pattern design on deers:

I Like Pens

[ilikepens.co.uk](http://ilikepens.co.uk)

Pom Pom garland:

Vintage Knit Knacks

[vintageknitknacks.co.uk](http://vintageknitknacks.co.uk)

