SHOW&TELL

A CULTURE-FIRST MEN'S MARKET

FEBRUARY 2ND + 3RD 2026

MORGAN MFG | CHICAGO

02 . 2026

VISION

- We are a market for men’s fashion and adjacent goods
- Quality
- Relevance
- Exclusivity
- A directed edit
- Culturally fluent
- Globally attuned
- Editorial sophistication × commercial clarity

ETHOS

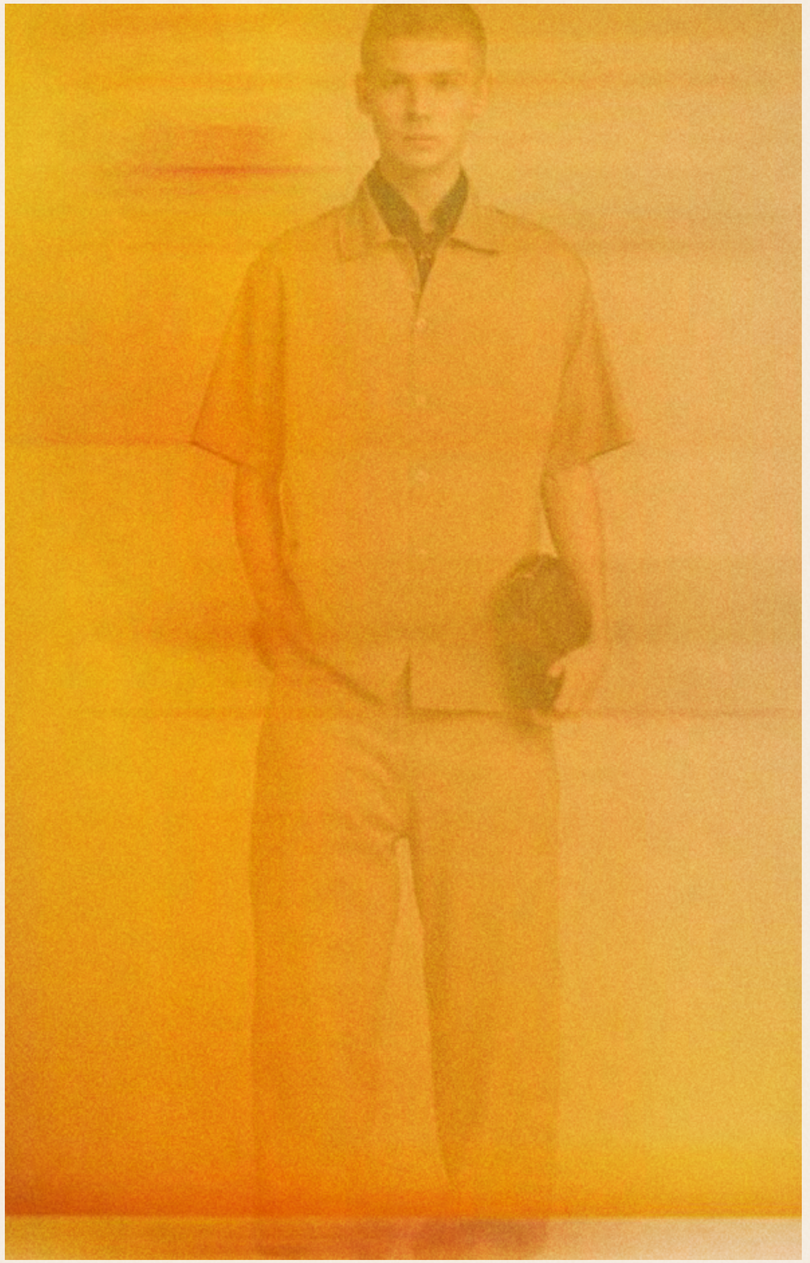
CULTURE
We bring together the brands, retailers, press and partners that capture the currents of present and future influence.

COMMUNITY
Connections are a network effect made physical. Invitations are extended deliberately to ensure the community remains inspiring and productive.

GOODWILL
Goodwill is a house rule. We keep company that ensures the room is vibrant and generous.

CONTEXT
Context is a catalyst. We provide an environment optimized for both presenting and buying.

PLEASURE
Pleasure makes work light. We keep hospitality at eye level because business done well should feel good.



— **ASSORTMENT**

— Apparel
— Accessories
— Footwear
— Home goods

SPECTRUM

SHOW & TELL showcases emerging labels with a sharp point of view, cult favorites, independents and globally recognized brands.

REFLECTION

An assortment of collections that mirror what's relevant and ascending from the landscape of fashion and culture.

DIVERSITY

A cohesive curation that represents sartorial perspective and retail sophistication.

EXPANSION

Accessories, objects, and editions that extend the frame of men's fashion.

PRODUCT

All We Remember
Vintage Heavy
Marni
Criminal Damage
Billionaire Boys Club
Krost
Sad Eyewear
New Era
Huf
ICECREAM
Ahnu
EKN
Asher
Dickies
Lonely Hearts Club
Individualist
Parasuco
Retrosuperfuture
Stan Ray
Tenore
RipNDip
Quarterfinal
6th NBRHD
X-LARGE
DITA Lancier
Pas De Mer
Bronca
James Oro
Teva
Kuwalla-Tee
Saucony
Filmsuede
Island Slipper
Literally Outside
Rolling Loud
Nana Judy
Market Studios
Rizort
Maison Margiela
SUPERVSN
Valabasas
Vast.
Girbaud
Cult Of Individuality
Ezekiel
Vouseti
The Hideout Clothing
Happy Caps
Students
Arvin Goods
Alphastyle
Premium Milano
Sneaker Freaker
Goorin
26Red
Simple
Mauritius
Thrills
Worship Supplies
Raised By Wolves
K-SWISS
RTA
Alpha Industries
Mitchell & Ness
Homme Femme
Paper Planes
Minesak
Soz Studios
G-Star
Front Street 8
Breda
Honor The Gift
Szade
Bueno

BRANDS

ENVIRONMENT

- Created intentionally with precise flow and true hospitality, the SHOW & TELL presentation is human, warm, refined and thoughtful.
- Design that facilitates comfort, conversation and connection.
- Hosted in the Morgan MFG building, collections are shown against a backdrop of industrial bones refined for modern luxury.
- Located in the Fulton Market District, once the beating heart of Chicago's meatpacking industry, now a global destination for design, dining and directional commerce.

RETAILERS

Aisle 5
American Alliance
Another Level
Athletes Foot
Atlas America
August
Beams
Beerens
Belmont Army
B-Fresh
Blue Code
Boneyard Chicago
Brentwood Country Club
Brigade
Burdens Chicago
Cardi
City Man
Communion
COMPLEX
Conkrete
Corner Pocket
Definitive Selection
Designers Closet
Dreamtown
Dress Code
Dress to Impress
DTLR
El Niguel Country Club
Ereloom
Every Now And Then
Exclusive
Fashion Geek
Field Day
Four Amis
Frae
FREEPEOPLE
Galvanic
Garlans
George Gregory
Good Together House
Goody Vault
Grinmore
Groove Line
Groupon
Half Price
Hall Madden
Hang Time
Hibbets
His and Hers
Hush Lifestyle Boutique
Icon
incubator 1
Jaxen Grey
Jazzman
Jbees
JD.com
Joe Fresh Goods
Karmaloop
Kicks & Fits
Krispy Addicts
Lansky Brothers
LDRS
Lux
Made Gallery
Manifest
Marketplace Halifax
MLTD
Modern Notoriety
Motivation
New Hour
Nice Kicks
Nine Three
Nordstrom
Nouveau Nola
Of The Lion
Omaha Country Club
Over the Rainbow
Ownershipiskey
P&J Footwear
Palm USA City Sports
Pas de calais
Pelle Line
Phli Worldwide
Posh
Premium Lounge
Price Point Buying
Providence
PURE
Quattro Tizi
Rair Customs
Rakuten
Revolvr
Rolo
Rothman's
Saburi Inc.
Sage de cret
Saks Off 5th
Scheels
Sheikh
Ships LTD
Shoe Palace
Shop 147
Sneaker Politics
SOMEWHERE®
Standard
Standard Atlanta
Step n Style
SVRN
Taelor Inc.
the SHOP 147
The Shop 414
The Superior Shop
TNT
Top Fashion
Tops and Bottoms
Troon
Turbulence
Una Mae's
Union
United Expert Group
Untied on Woodward
Up There
Urban Classics
Urban Outfitters
Urban Threads NYC
Village Mart
Weekends - Boulder
Wrights MB
WWD
XHIBITION

CONNECT

- Come together with community to collaborate, inspire, exchange, transact and create.
- We mix business in pleasure in the context of a curated experience.
- Invite-only.
- After hours events to meet, unwind and enjoy.

COMMUNITY

— **ENJOY**

— Indulge in complimentary food for brands and retailers by award-winning chefs providing gastronomic pleasures.

— Coffee done right
Seasonal plates
Epicurean pleasures

— Considered NA and bar

— Unabashedly, we can confidently say we are the only fashion trade event that provides award-winning food for free to all attendees.

— Past menus have included:

— Smoked duck crostini

— Vietnamese Cold noodles with Iberico pork

— Mini lobster rolls with giardinera

— A5 Kobe beef - Ssam sauce, scallion salad

— Kimchi risotto

— Shrimp spring rolls

— Tuna crudo with yuzu gel

FOOD & DRINK

— **COURTESY**

- Move through the city with ease with our on-call shuttles between local Chicago markets and the SHOW & TELL venue.

— Complimentary for all attendees.

TRANSPORT

- Frequency design by Musical Director Vic Lloyd.
- Day time ambiance and evening rhythm edit.

SOUND

PRESENTATION SPACES

Each space is appointed with hand-picked furnishings.

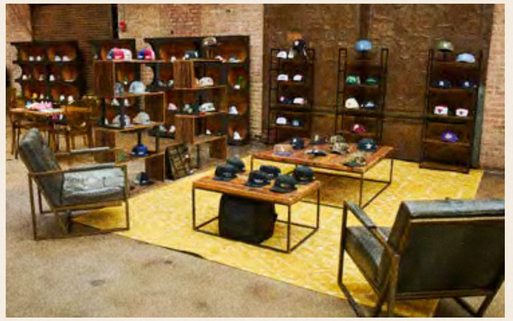
A single presentation space includes:
1 table
choice of 3 shelves or 3 racks
3 chairs
1 brand ID sign

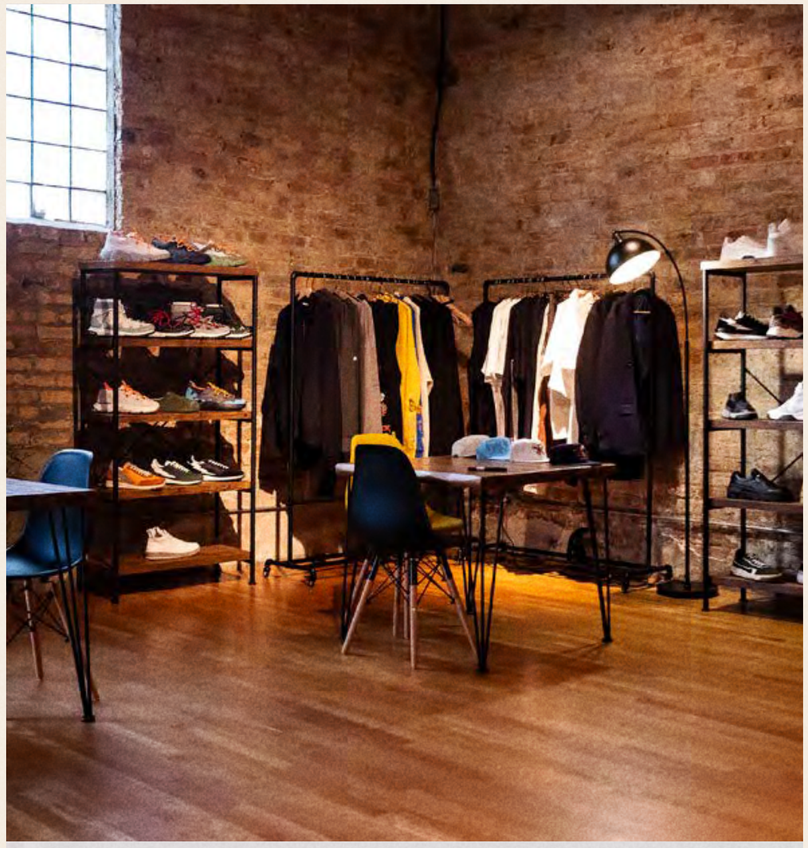
$4200

Additional tables, shelves, racks, chairs and hangers are available a la carte.

No dreyage or load in fees.

PRESENT





— SPONSORS

- Integrations that add to the event's culture, hospitality or experience.
- Value that uplifts and enhances the community.
- Considered sponsorships and custom activations.

- Giveaways
- Services
- Business building
- Sponsored activations + parties

PARTNERS

MARKET STUDIOS

SEOUL TACO

Eastside Golf

New Era

Marshall

BLIND BARBER

AlphaStyle

GOLF AND WINE CLUB

JASON MARKK®

Beam SUNTORY

sonans

A W R

WHEATON GOLF COMPANY

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JOIN US

To request attendance contact
info@showandtellevent.com

SHOW&TELL

CULTURE

COMMERCE

CONNECTION

PLEASURE

GOODWILL