



EXHIBITOR

14 - 17 FEBRUARY 2026, ICC SYDNEY

PROSPECTUS

**life
in style.**

IT'S SIMPLE REALLY.
LIFE INSTYLE WAS CREATED WITH ONE SIMPLE GOAL
TO CELEBRATE AND ELEVATE MAKERS AND CREATIVES
DOING GREAT THINGS.



We provide the opportunity to connect brands with the retailers, stylists and media who will help propel them into their next level of success. And what better way than to create an epic event experience that brings all of that together under one roof.

Life Instyle is first and foremost about discovery - a place to source from some of the world's best curated collections of well designed, well intentioned products. But it's also more than that. Life Instyle is about connection - a platform for like-minded creatives to come together and feel supported and nurtured on their way to greatness.

Along the way, we at Life Instyle promise to nurture, educate, inspire and stand with them, shoulder-to-shoulder as their partners in creative collaboration.



VENUE

ICC Sydney Exhibition Centre
Darling Harbour

CO-LOCATED WITH REED GIFT FAIRS

DATES

Saturday 14th February

Sunday 15th February

Monday 16th February

Tuesday 17th February

lifeinstyle.com.au

THROUGH TO life in style



WHO WE ARE

A small team with a passion to elevate good brands to greatness.

WHAT WE DO

We bring together a like-minded community of creative makers, designers and wholesalers to connect with buyers.

HOW WE DO IT

A trade expo experience that defies tradition through next-level creativity, curation and collaboration.

WHY WE DO IT

To elevate meaningful products into the hands of those who want them.



The background of the image consists of several vertical panels of fabric with different patterns. On the left, there are fabrics with red and white floral or leaf patterns. On the right, there are fabrics with green and white patterns, including some with vertical stripes. A white dashed circle is centered over the image, and the word "PROSPECTUS" is written in white capital letters across its center.

PROSPECTUS



TWO EVENTS

MELBOURNE + SYDNEY

27 PRODUCT CATEGORIES

11K+ ATTENDEES

450 EXHIBITING BRANDS

80K+ COMMUNITY REACH

Life Instyle is a go-to destination where carefully curated products and the brilliant business minds behind them can learn, grow and thrive.

* Figures a combined representation of both our Sydney & Melbourne events. For numbers individual for each event speak with our team

VISITORS

THE TOP 3 REASONS OUR VISITORS CHOOSE LIFE INSTYLE.

1. The **QUALITY & UNIQUENESS** of products.
2. The **VARIETY** of product categories
3. Discovering **NEW TRENDS** and **INSPIRATION**

85% Visitor satisfaction

86% Visitor loyalty

87% Plan to return in 2026

KEY VISITOR TYPE.

33% BUYER

32% DIRECTOR / OWNER / PARTNER

8% SALES / MARKETING

8% DESIGNER / STYLIST

7% MANAGER

7,630 Unique Visitor Attendance

PRIMARY AREA OF RETAIL.

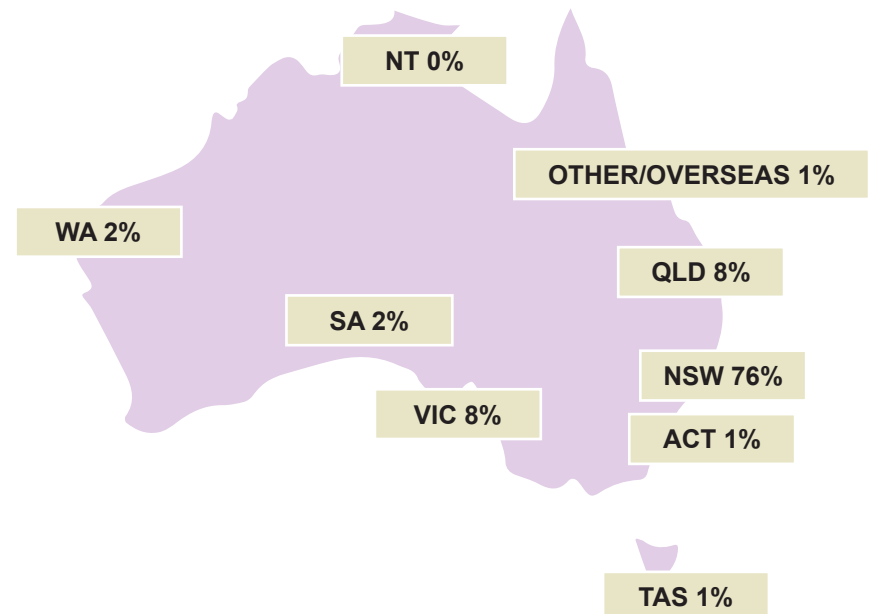
25% GIFT

23% FASHION AND JEWELLERY

19% FURNITURE AND HOMEWARE

5% KIDS AND TOYS

CITY DEMOGRAPHICS.





WHAT OUR VISITORS HAVE TO SAY

NEW PRODUCTS, NEW EXHIBITORS

“Life Instyle has a great variety of unique suppliers, and it always has a very fresh vibe about it.”

VARIETY OF PRODUCTS AND GOOD ATMOSPHERE

“Great range of products and a nice spacious layout created a good atmosphere - helped by good music too!”

FUN AND EASY TO NAVIGATE

“Great set up and so much to look at really enjoyed it. It was great having the shuttle to take us there and it was a relaxing experience. Good facilities and efficient transport between the two locations.”

* Feedback submitted via our post-event survey to 2025 attendees

EXHIBITORS

THE TOP 3 REASONS OUR EXHIBITORS CHOOSE LIFE INSTYLE.

1. Delivers **MORE NEW LEADS**
2. Delivers **HIGHER QUALITY LEADS**
and **RIGHT QUALITY OF BUYERS**
3. Participating **ELEVATES MY BRAND STATUS**

89% of exhibitors say Life Instyle delivers a buyer audience they can't see anywhere else

91% say Life Instyle delivers more new leads than any other sales or marketing option

TYPES OF BUYERS MET.



Mostly new clients



An equal mix of new and existing clients



Mostly existing clients

203 Exhibitors

ESTIMATED BUSINESS WRITTEN AT THE SHOW.

34% \$20-\$100K

28% UNDER \$20K

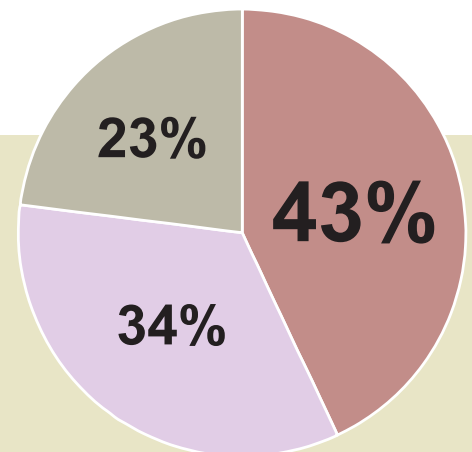
4% \$100K+

ESTIMATED BUSINESS WRITTEN AFTER THE SHOW.

34% UNDER \$20K

14% \$20-\$100K

4% \$100K+





WHAT OUR EXHIBITORS HAVE TO SAY

“We had a great show. The buyers were ready to purchase, and all of our leads were quality leads.”

- BAD ON PAPER

“Overall I enjoyed the experience. I feel that lots of info was provided pre-event but that I made a lot more learnings throughout the four days than I could have learnt from the manual. It was lovely to be able to hang out with stall holders at the social event on the Sunday night.”

- LITTLE ROWAN REDHEAD

“I wasn’t expecting Sydney to be as successful as Melbourne 2023 but I was pleasantly surprised. We wrote more orders on day 1 in Sydney that we did over the whole four days last year in Sydney.

Each year and each show seems to be an improvement and I can’t wait to see what Melbourne has in store for us later this year!”

- LOVE LUNAMEI

Art

Babies &
Newborn

Beauty &
Grooming

Body, Bath
& Fragrance

Books &
Stationery

Cards, Wrap
& Celebration

Education

Fashion &
Accessories
(Kids)

Fashion &
Accessories
(Men)

Health &
Wellbeing

Homewares

Jewellery

Kitchen &
Dining

Licensed
Product

A DIVINE MIX
OF PRODUCT
CATEGORIES
CURATED TO
APPEAL TO THE
DISCERNING EYE
OF A BOUTIQUE
RETAILER OR
STYLIST.

Fashion &
Accessories
(Women)

Food &
Beverage

Furniture &
Lighting

Gadgets &
Tech

Novelty

Nursery

Outdoor &
Garden

Pets

Retail
Solutions

Seasonal

Souvenirs

Toys &
Games

Travel

ICC DARLING HARBOUR

SYDNEY

KIDS INSTYLE

THE NEIGHBOURHOOD

FIRST INSTYLE

STANDARD

14 - 17 FEBRUARY 2026

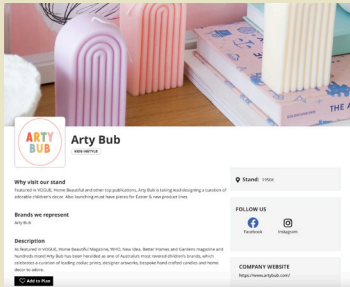


THE NEIGHBOURHOOD

life in style.

ENTRY / EXIT

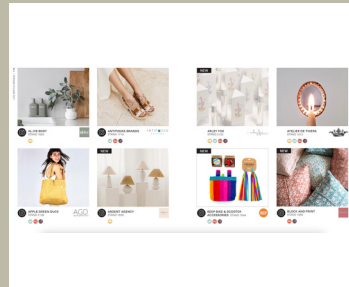
WHAT'S ALREADY INCLUDED IN YOUR STAND PACKAGE?



BRONZE WEBSITE LISTING

This is your profile in the Life Instyle Brand Directory, live on our website year round.

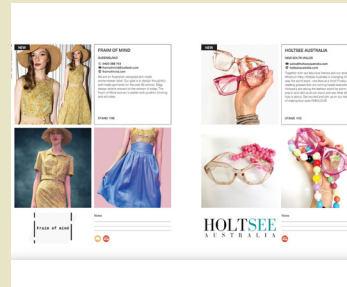
Showcase your brands and products, upload catalogues and link to your website and social channels.



LOOK BOOK LISTING

This is your listing in Life Instyle's digital Look Book.

Released just weeks before the show, and promoted via email and social channels this is the industries sneak peek for the event and an important pre-planning tool.



HANDBOOK LISTING

The Handbook is our more comprehensive book featuring show content, schedules and most importantly our exhibitors.

The Handbook will be available at the event for buyers to pick-up as they arrive. There will also be a QR code for buyers to scan if they prefer a digital version.

Each exhibitor will receive 1 full page colour profile.

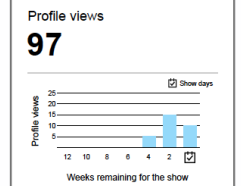


LEAD MANAGER APP

Forget business cards! Lead Manager App is our scanning mobile app that helps you collect contact details for sales leads and connections made at the show.

Download and use on your own device to scan the badge of attendees, then download the data at the end of the show to build your own database for post event follow-up.

Digital engagement ①



EXHIBITOR DASHBOARD

The Exhibitor Dashboard gives you visibility into quantifiable business values. With the dashboard, you can: Quantify your company profile views and leads captured through the event, view and download leads scanned at show, split view leads by dimensions of interest, assess online visitor engagement with your company and products/services over time and view matchmaking recommendations made to visitors by RX on your behalf through different channels.

JOIN THE FAMILY

IF IT'S A YES FROM YOU, IT'S A YES FROM US

- Are your products high quality in design and production?
- Are your products well designed and well-intentioned?
- Are your products meaningful and purpose-led?
- Can your products be presented beautifully?
- Are you passionate about your craft?
- Do you have a story you're prepared to share?

WE LOVE PRODUCTS THAT ARE...

- Australian designed and owned
- Fair trade
- Sustainably produced
- Innovative
- Ethically produced
- Original and unique
- Cruelty free and socially conscious

SOUND LIKE YOU? THEN LET'S TALK MORE.

Contact our team or apply online at www.lifeinstyle.com.au

life
in style.

STILL NOT SURE IF LIFE INSTYLE IS FOR YOU?

Here's what we look for in a brand to clarify whether we are the right fit for each other.

We are not a flash in the pan. We look for longevity in two senses of the word.

No Fads. We love style-led, purposeful products that will be loved for many years.

No Faux. We love products that are designed and produced with the highest intention, quality and originality, so that they will last for these loved-up years.



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