

EXHIBITOR PROSPECTUS

6 - 8
AUGUST
2026

ROYAL
EXHIBITION
BUILDING



life
in style.



IT'S SIMPLE REALLY.

Life Instyle was created with one 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.

TWO EVENTS

Melbourne
+Sydney

12K
Attendees



450+
Exhibiting Brands



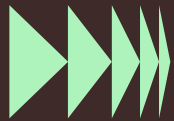
27
Product Categories



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

MELBOURNE 2025 VISITORS



The top 3 reasons our visitors choose Life Instyle.

1. Explore **WHAT'S NEW** and **INTERESTING**
2. **RECONNECT** with existing **PARTNERS & SUPPLIERS**
3. Make **NEW CONNECTIONS** with **KEY EXHIBITORS**

Key Visitor Type

38% Buyer

38% Director/ Owner/ Partner

8% Designer / Stylist

8% Sales / Marketing

7% Manager



4,362

Unique Visitor
Attendance

Primary Area of Retail

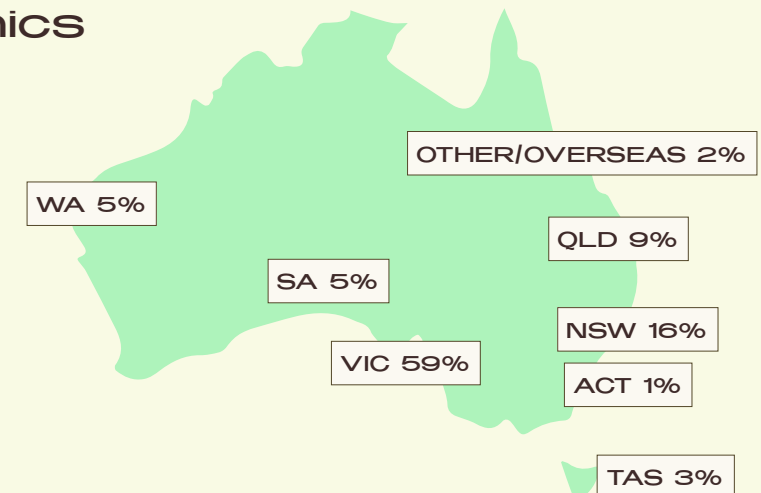
26% Gift

24% Fashion & Jewellery

19% Furniture & Homewares

9% Kids & Toys

City Demographics



WHAT OUR VISITORS HAVE TO SAY



Great set up, lovely people, great information and networking opportunities.



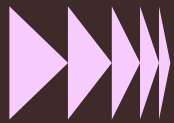
It's a good mix of stores and plenty of suppliers to meet.



It's excellent for seeing new and emerging products or expanding product ranges.



MELBOURNE 2025 EXHIBITORS



Top reasons why Exhibitors choose Life Instyle.

1. Connect with **more boutique retailers** than anywhere else
2. Meet the **right buyers**, face-to-face and ready to **discover**
3. Write orders **on the spot**
4. Build a strong pipeline of **quality leads**
5. Launch what's new and get **real-time feedback**
6. Elevate your brand profile in a **premium, design-led environment**
7. Join a **creative, values-driven community** that champions **good business** and **great design**



283

Exhibitors

15K

Leads

Estimated business per Exhibitor, written at the show.

34% \$25,000+

42% \$5000-\$25,000

24% Under \$5000

Estimated business per Exhibitor, written after the show.

39% \$25,000+

37% \$5000-\$25,000

24% Under \$5000

Buyers at Life Instyle have a yearly buying budget of

16% Over \$500,000

33% \$100,001-\$500,000

23% \$50,001-\$100,000

27% Under \$50,000

WHAT OUR EXHIBITORS HAVE TO SAY



A useful opportunity to spend time with existing customers in person and maintain relationships that are harder to build outside of a live trade environment.



Life Instyle is a well-considered and thoughtfully curated industry event that feels intentional in both its presentation and exhibitor mix.



A strong location supported by a good calibre of buyers, making the time spent on the floor feel worthwhile.





THE ROYAL EXHIBITION BUILDING



The beautiful Royal Exhibition Building located in Carlton, became the first build heritage site in Australia to be added to the World Heritage list due to the building being a rare intact reminder of the 19th century international exhibitions movement, fostering exchanges of products and ideas.

Spanning over two floors, Life Instyle Melbourne truly encapsulates the essence of fostering connections that the Royal Exhibition Building promotes.

DIGITAL & SPONSORSHIP OPPORTUNITIES



Life Instyle presents an opportunity to reach thousands of followers to showcase your brand across our digital channels.

22,000

Facebook

85,000

Instagram

1,400

Look Book reads

2,500

Handbooks at the show

45,000

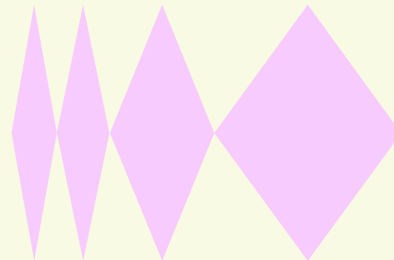
Website visits

32,000

Email database

29,000

Visits to online exhibitor directory





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