

PARIS
PREMIÈREViSION®
CLOUD OF FASHION



THE MARKETS APPLAUD INNOVATION

Digitalization, eco-responsibility, technical and high-performance developments, transversal know-hows ... Première Vision Paris put innovation at the heart of its latest edition, which took place from 19 to 21 September, 2018. An edition dedicated to the autumn winter 2019-20 collections marked by new developments to help guide professionals facing the industry's new challenges.

The successful launch of the Première Vision Marketplace, highly anticipated by the entire industry. A pioneer for the sector, this new, unprecedented B2B platform, which stands as a complement to the trade shows, accompanies exhibiting companies and brands throughout the year. The already-referenced offer of mills will be rounded out by a leather offer in February 2019, followed by components in September 2019.

Developed across 1,000 m² and praised for the unique character of its complete scope of materials, finished products, services and conferences, the Smart Square, dedicated to eco-friendly production and creation, addresses the industry's future challenges, and is now the meeting point of a creative and reasoned fashion sector.

With a successful launch, the new Sport & Tech resource, dedicated to exhibitors' sport and technical offer, enjoyed three busy days. A

new forum, a fashion decoding, conferences ... Its goal? To assist ready-to-wear brands searching for innovations to develop high-performance fashion items.

The various initiatives put in place to enrich the manufacturing sourcing offer: The Sourcing Connection is now established at the show as the complementary rendezvous for pre-audited far-off sourcing solutions. The new area dedicated to leather fabrication, Leather Manufacturing, met its target of specialised buyers, while the Country Focus, organised around Portuguese know-how, made great headway.

Lastly, the fair showcased the creativity of today and tomorrow through an ensemble of federating experiences and events: the celebration of the 10th anniversary of the PV Awards, an exhibit of designs from Botter, Winner of the Grand Prix du Jury Première Vision at the 2018 Hyères Festival; the TexSelect® competition; the Ritmoemotivo, Anything Works exhibit and more. A spectacular session in terms of offer - a new record with 2,005 exhibitors - and structuring innovations for the industry, which was a great success with its 55,497 visitors, 73 per cent international, including managers, designers and fashion brands.



Quality international visitors

This very fine edition welcomed 55,497 visitors from 124 countries – an attendance at the same level as that of September 2016, but down 8.3 per cent versus September 2017, which had experienced exceptional growth in terms of visitor ship.

The overlap of Yom Kippur with Première Vision Paris, due to which the dates of the show were shifted, particularly impacted attendance. This edition is also indicative of the evolution of brands' behaviour at trade shows: Sending tighter and directly operational teams, with shorter visit times, and the impact of an uncertain economy: Slowing consumption in Europe, uncertainties related to BREXIT, monetary crisis in Turkey, and global growth weakened by the US economic policy.

A premium, above all international, visitorship, but varied too. This is true in terms of company size – ranging from independent designers to small and mid-sized businesses to international groups - to positioning: luxury houses, mid and high-end fashion brands and accessories, mass-market chains - or market - clothing, leather goods, footwear, fashion jewellery.....

Top 10 visiting countries were France: 15,160, Italy: 5,962, United Kingdom: 4,118, China: 3,101, Spain: 3,021, Turkey: 2,528, Germany: 1,941, USA: 1,918, Japan: 1,610, Belgium: 1,397. The visitors of Première Vision Paris are mostly from Europe (72 per cent of visitorship). France is in the lead with 15,160 visitors. In second place, Italy had 5,962 visitors (11 per cent of attendance), followed by the United Kingdom with 4,118 visitors (7 per cent of attendance). This trio is followed by Spain (3,021 visitors), Germany with 1,941 visitors (3.5 per cent of visitorship), Belgium, the Netherlands and Portugal. Note also the presence of Northern European countries, led by Sweden (602 visitors) and Denmark (459 visitors). Countries which are today essential to the creative fashion scene.

14 per cent of professionals come from Asia. With 3,101 visitors, China, whose creative fashion market continues to grow, is at the top of the Asian countries present, and followed by Japan, a major purchaser of fashion and creative textiles, which totaled 1,610 visitors. Finally, the show welcomed 1,029 buyers from South Korea, a true market of opportunity for innovative and creative fashion.

With 2,269 visitors, North America registered a slight decline. This is a direct consequence of structural and economic changes in the United States, which accounted for 1,918 visitors this session. As the 6th largest visitor country, Turkey experienced a dip in attendance. With 2,528 visitors (5 per cent of total visitors), this key country in the sector nevertheless saw a drop in attendance directly related to its monetary and economic problems.

10th PV Awards prizes for 2018 go to...

The whole fashion industry -weavers, tanners, designers, buyers..., as well as international journalists, got together at the Forum PV Perspectives. They were all eager to discover the winners of the 8 prizes of the 10th PV Awards, and to celebrate textile and leather excellence. This exceptional ceremony celebrated the 10-year anniversary of the awards created in 2008 to highlight the most creative and innovative work of companies exhibiting at Première Vision Paris from the leather and fabric industries.

To select the products to be awarded, influential personalities from the international fashion scene responded to Première Vision's invitation. An exceptional jury which welcomed an exceptional President and materials expert: The talented Belgian designer Olivier Theyskens who, after having successfully shaped the destinies of Rochas, Nina Ricci and Theory, has made his re-entry on the Paris stage with his own eponymous label in 2016.

To celebrate creativity, a retrospective look at 10 seasons of the PV Awards had also been organised to showcase the changing fashion landscape through the creative innovations of the winners over the past decade. 5 core areas deliver to visitors a complete picture of what responsible innovation and Smart Creation represent today. The 4 prizes for Première Vision Fabrics

- The PV Fabrics Grand Jury Prize 2018 goes to Marini Industrie (Italy): For the most outstanding, symbolic and pertinent fabric of the season.
- The PV Fabrics Handle Prize 2018 goes to Texlover (Italy): For the fabric allying the most astonishing tactile and behavioural qualities, the fabric that touches the emotions.
- The PV Fabrics Imagination Prize 2018 goes to Stylem – Zen Kiwami (Japan): For the boldest, most original, most amazing fabric in terms of decoration, technique, finishing, innovation or technology.
- The PV Fabrics Fashion Smart Creation Prize 2018 goes to Toray Industrie (Japan): For the most creative responsible fabric.



PREMIÈREVISION FABRICS

Textile markets are the very image of next winter's fabrics: Shifting, surprising ... and everything in motion! Current macroeconomic changes are reshuffling the cards. "On the one hand, the world market is more global and, on the other, it's becoming more specific, with a profusion of niche products. Today, everything can coexist, demands are eclectic. Fashion fiddles to its own tune, with sometimes improbable chords," says Romain Lescroart, President of Sophie Halette. And this French maker of tulle and lace knows the score. Preciousness and technicality attract the daring. Its unique plasticizing process, based on inserting a plastic thread in the heart of a vintage pattern, has been a great success.

Buyers reported feeling a rush of "curiosity" and "creative drive" this season. "They are hungry for novelties and innovations," says Miroglia Textile, which is vigorously developing its digital printing. "They're daring new things," says Jean-Christophe Dutel, head of Dutel, holding in his hand a fancy cut-yarn fabric. To his thinking, these proactive attitudes confirm the winds of recovery being felt for several months now. "Japan, South Korea and the European market are getting stronger. And China is moving forward." In the aisles, the strengthened presence of UK buyers was emphasized. "BREXIT? A non-issue," says Sandra Ek, a Sales Manager at Liberty. She described the market as still "stable,"

"Without trade fluctuations" and noted figures were slightly up thanks to the emergence of new printed qualities such as silk and velvet.

At the show, unique know-hows are particularly sought-out. "New foreign buyers come for our advanced silk mouseline know-how," said Eric Sauvage at Sfate&Combier. This lightweight-fabrics expert, in business since 1850, indicated a "good increase" in the company's turnover, supported in particular by growth in the American market. A buoyant market was also reported by Velcorex, a specialist in velvet and sportswear since 1825. "Velvet, especially cords, are back in force. Brands are looking for our expertise in weaving and finishing, which promise an incomparable drape and handle. We expect sales to increase 25 per cent to 30 per cent this winter. Our stand has been constantly busy!" says Karine Pallotto, Product Manager.

The upscaling of collections continues, "Designers head right to our finest qualities, like this double-faced cashmere suiting that's waterproof – so you can sing in the rain!" says Elena Comunian, Marketing Director of Italy's Lanificio F.lli Cerruti. At Menchi Tessuti, sometimes less costly qualities are used thanks to their lavish handles, "These camel hair fabrics look like sable fur," says Kristina Reinfeld. Trompe l'oeil textiles also catch the eye, as evidenced by the success of a responsible leather-imitation textile from Japan's Toray Industries. It won the 2018 PV Award in the Fashion Smart Creation category.

TRENDS FANCIES A°19 W°20

Autumn winter 19/20 decorations are expressed on a grand scale, generously, even a touch exuberantly. The scales of flowers, geometries and ornamental motifs are sumptuously enlarged. Colourways are sophisticated, grounds are elaborated, fancy-woven and overprinted. Artistic references and quotes are enriched, brilliantly diversifying visual idioms. A new imagery inspired by unknown voyages and lands, strange beasts and fabulous maps.

Full blooms

Graphic flowers with phenomenal petals, exuberant tulips with bold outlines, pared-down peonies and smooth or textured graphic flat tints, in coat-weight jacquards, silky prints, flattened lace and woolly embroidery. Geometricized and ordered in the way of 70's-style tapestries, matt and elegant in tri-tone colourways. Highly stylised, a two-tone flower verging on Art Nouveau. Ornamentals inspired by nature also turn up in lace, guipure and embroidery, awash in scrolls, stems, petals and bunches with pure lines.



Ornamental opulence

Excessive floral indiennes, hand-drawn palmetto motifs and characters, swirling paisleys: a Persian ornamental influence with a modern opulence emerges across all product sectors, with elaborated and contrasting colour schemes. Skilfully placed decorative curves in cut-yarns, framed scarf-style placements with a dashing mix of floral and geometric motifs. Assemblies and imbrications of multiple motifs, a mix of micro flowers and tie-pattern geometrics.



New concepts



Unitex material



Sfate & Combier



Fun tekstil



Erica industria tessile



Ezgi tekstil



Top project



Tedo stampati



Ricamificio levi



Potencier broderies

Digitized geology

Digital strata, between mineral slices and computer pixels. Terrestrial layers, precious stones and rockeries are reflected in dark and volcanic jacquards, in warmed-up or coated lace, and embroideries worked in contrasting materials. Jacquard textures and pattern strokes are inspired by sinusoidal waves, like giant galactic undulations, fluctuating to the whim of a digital rain. The porosity of pumice stones becomes a honeycombed structure and enlarged openwork in lace, combined with extremely fine and luxurious yarns.



Ruffo colo tessuti



Manifattura di carmignano



Filtex



Laurent Garigue



Luxury jersey



Linton Tweeds



Hoh Hoferhecht Stickereien

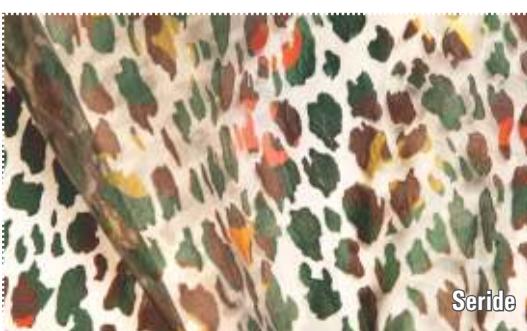
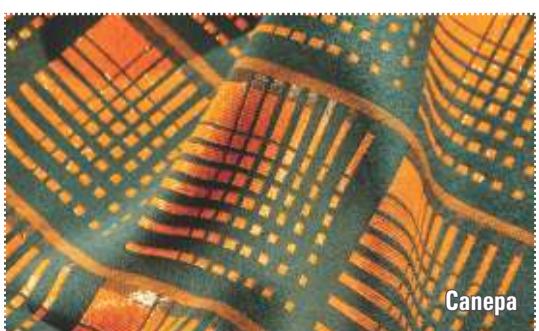
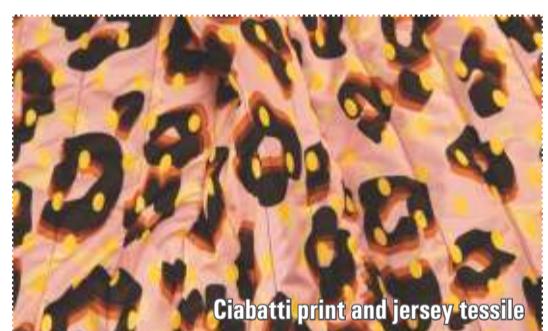
Fabulous figuratives

Delicious gardens with a wintry exoticism, as if dreamed up by an explorer of imaginary countries. Travels, cartographies of the sky, and mysterious lands viewed from the heavens. A street inspiration with arty references and hand-drawn typography; embroideries with clashing colourways become narrative. References to Eastern folklore in embroidery and jacquards reproducing cross-stitches. A playful geometry composed of puzzle-like imbrications, like paper cuts done in prints.



Rereading the classics

Traditional motifs with updated colours, a differentiator across the board in checks, houndstooths and shepherd's checks. In prints and silkies, patterns are blurry, diluted, layered, and mixed with metalloplastic yarns with an underlying light. A focus on diamond shapes in embroidery, guipure and jacquards, with offbeat colours and sizes, enriched with texture. Lace with squared-off, orderly motifs; patches of colourful sequinned rectangles; gridded guipure. Mad leopard prints this season, in grating colours. Across all activity sectors, their spots are stylized and play on different scale.



SPORTS & TECH

A°19 W°20

Sport and fashion share their codes and respective playing fields for enhanced everyday benefits and integrated function. Whether for leisure, for exploring the extreme or just getting around the city, clothing accompanies motion by becoming supple and lightweight, protecting without hindering motion, and warming up with minimum bulk.

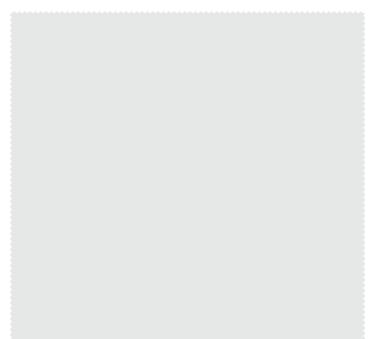
Sport and city fantasy

Heightened shine: Opulent satins, anodized metallics with an auto-body sheen to revamp outerwear with uncompromising performance qualities. Illusory fantasy: Reflecting materials play with a deceptive invisibility. Thermochromics create nuances. Mountainous reliefs seem to appear in abstract jacquards and camouflage wrinkles.



Athleisure

Between elasticity and hold: Knits grow denser to better sheathe the body, and adapt to the needs of sports like biking, running, yoga etc. Compression is modulated, from soft hold to reshaping/sculpting. Bi-stretch featherweights: Extremely fine, petal-like handles and boosted elasticity for weightless fabrics.





Monotex shinheung



Toray Nantong

Outdoor & extreme sports

Insulating fineness: Performant lightness and down-proof effectiveness. Perfectly insulated woven channels for injected padding. Sturdy solidity: enhanced with high-strength polyamides and increasingly less bulky, fine fabrics that bravely stand up to the harshest conditions.



Livinax by itochu



Newman Global



Fov fabrics AB

Activewear & snowsports

A cutting-edge tech-classic: Impeccably matt tri-layers with invisible weaves. Minimalist wool twills and broadcloths. Discreet, silent and super performant, they mix skiwear and luxury codes. Outerwear knits: Techno-knits capitalize on their suppleness and comfort to conquer outer-layer garments, the most technologically demanding.



Sendyi textile



Shinkong Textile



Eurojersey



Premiere fashion



Schoeller textil



Seojin textile

Urban & lifestyle

Worn aspects: A 100 per cent -polyamide solidity, lively and crunchy, with slightly wrinkled surfaces, for outstanding parkas and jackets. Rubbery handles: Smooth and matt gummy coatings for rainwear, wind breakers and blousons with meticulous, colourful interiors to absolutely flaunt.



Kingwhale corporation



Its artea



Heyone



PREMIÈRE VISION DESIGNS



"Prints are very dynamic this season," says Stéphane Vernet, CEO of Créations Robert Vernet, confirming the viewpoint of his colleagues exhibiting at Première Vision Designs. Still, it's always important to present the right pattern at the right moment. This season, prints making reference to scarf designs with chain links have captured the zeitgeist, along with animal and floral motifs worked in combination.

Patterns must address changes in the market. And according to several studios, men's ready-to-wear is growingly requesting prints. "Prints are very present on the runways of the men's shows, and are going to be increasingly visible in store windows. We're seeing this phenomenon in Europe as well as in Japan and the US," said Fiona White, Design Head at London's Gathernomoss.

Consequently, to adapt, brands are buying patterns in small quantities, but more often. Some studios, rather than contenting themselves with the usual autumn-winter and spring-summer appointments, are doing between 8 and 10 presentations a year. "You have to have a varied offer that is constantly updated, said Fiona White. "That's way you can be more reactive."

This time needed to create is also one of the points that the newly founded French Federation of Textile and Surface Design wants to champion. Baptised 'La Trame' and Chaired by Agnès Denat de Cymé, the association currently counts seven independent designers.



Graphic flat tints

Like gigantic puzzles, geometric shapes are imbricated or layered, faking textured and 3D aspects. Shadowy effects, contrast and texture enrich plains. Semi-transparency and stratified layers propose a new way of working cut-outs and assemblies.



Disturbing flowers

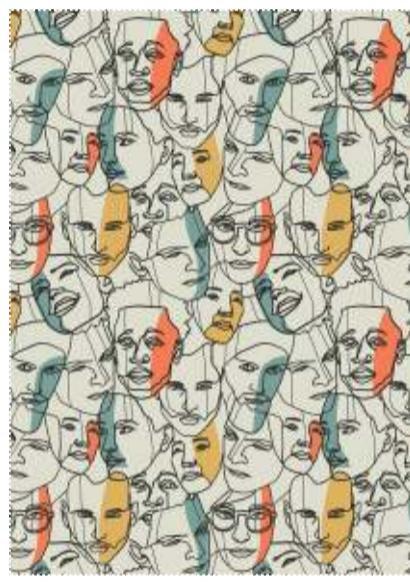
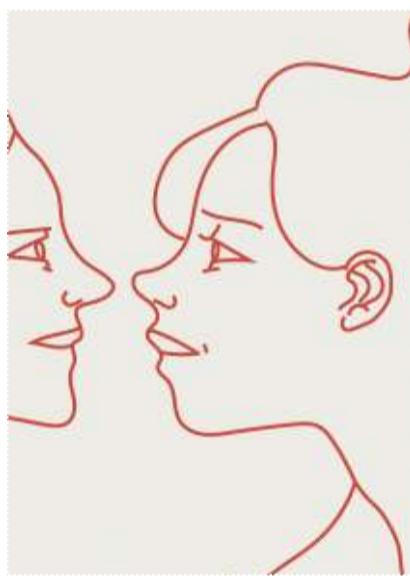
A season of out-of-the-ordinary flowers. Enlarged, mysterious roses, tulips, peonies and camellias with darkly coloured backgrounds take on a troubling look. With their clashing tones, they evoke psychedelic mushrooms. They twirl and swirl hypnotically, appearing to stretch out to infinity.





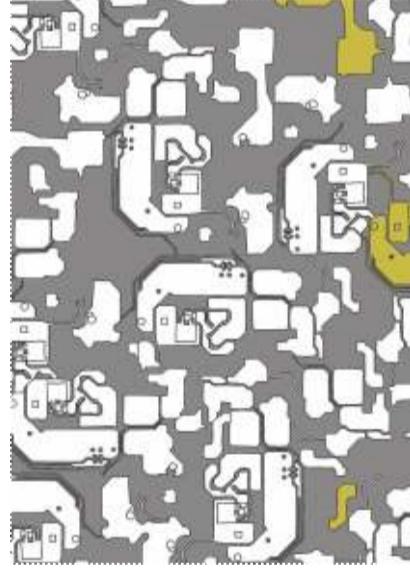
Slender lines

Figuratives, narratives, even abstract and graphic designs are imagined with a light hand. A honed line traces out faces and profiles, the contours of geometric flowers and waves in a continuous and sinuous line. Delicacy is accentuated by sharper, more skittish edges.



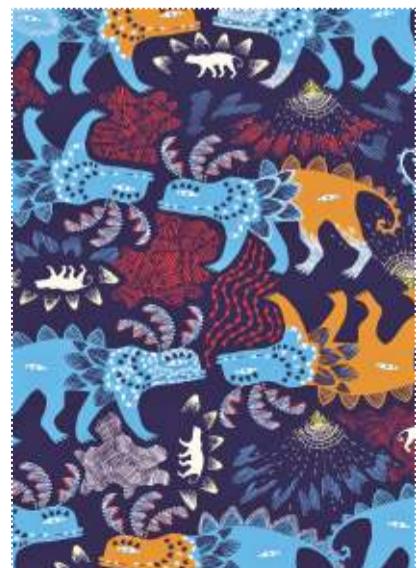
Cartography

City maps, road networks, playgrounds and views of the sky are reinvented and stylized by clever graphics and sophisticated colours. Random nets are interlaced and intertwined like luminous labyrinths. The charts of the sky, constellations and planets are gaily and sensitively sketched.



Wild animals

Part dragon and eagle, part lion and monkey, hybrid animals have an appealingly quirky oddness. These unusual, tousled monsters are precisely drawn with surprising graphic expressions and dissonant colourways.



PREMIÈREVISION ACCESSORIES

Accessories are trying to find their place in a market where the customer is very diverse, often torn between the desire to consume well and the pleasures of seduction. More than ever, there is a need for clarity, coherence and clear positioning. Beautiful unaltered materials, which do not try to be something they are not, are reassuring. Innocent, festive, fun and colourful pleasures create joy. Functional accessories that have proved their worth in the sports world are welcomed with open arms by creators looking for comfort and modernity.

Prints for all surfaces : Inkjets perform miracles. High-precision designs are placed on undulating or embossed surfaces, on volumes, or on all sorts of media: Crystals, stone, plastic, glass.

Gentle modernity : Elastic, warm, soft and firm, modern materials are appreciated for their haptic qualities. From labels to jewels, from braid to clasps, we are cast into a world of softness based on silicon, polyurethane, elastane and microfibre.

Folk hippy : This is the hedonistic, joyfully tousled and multicoloured touch of the season. A wind of nonchalant liberty, romantic and fanciful, where hirsute fringes, embroidered braids, charms and pompoms, mohair, feather, beads and enamels all combine.

Inflated



Marled



Mineral porosity



Multicolour Blur



Oxidations

