

PARIS

PREMIÈREViSION®

CLOUD OF FASHION

DRAWN
nés à L'encre

nés à L'encre



Together worldwide visitors for Inspiration and Innovations

The world's leading trade show for the upstream creative fashion industry succeeded in mobilizing industry professionals from 124 countries around more than 1,700 exhibitors for a distinctly particular edition due to the corona virus health crisis. With nearly 45,000 visitors, Première Vision welcomed more than 80 percent of its usual audience to Paris this past 11-13 February to imagine, design and produce the Spring/Summer 2021 collections.

This quite particular edition, dedicated to materials for the Spring-Summer 2021 season, presented a selective and creative offer from 1,710 international exhibitors in yarns and fibres, fabrics, leathers, surface designs, accessories and fashion

manufacturing - with 48 countries represented. This was a solid showing, despite the loss of 45 Chinese companies initially registered that were neither able to attend the show nor be represented by their European teams.

In this disrupted environment, Première Vision Paris fulfilled its role as catalyst for the global creative fashion industry by welcoming more than 80 percent of its customary visitors. In all, 44,414 visitors and international buyers came to meet their creative and industrial partners. Attendees voiced their approval for an event rich in inspirations, experiences and expert and strategic talks on the sector's key issues, including eco-responsibility, technologies, societal changes, unique know-hows and more.



An edition driven by eco-responsibility and a top-notch program

The February 2020 edition of Première Vision Paris put the spotlight on responsible creation, engaging visitors with a Smart Creation area that welcomed 58 exhibitors presenting their latest eco-responsible innovations and fashion tech, in addition to hosting a full range of conferences in the Innovation Talks Area to explore the fashion of tomorrow, all of which were particularly well attended. The fashion information prepared by the Première Vision fashion team for spring-summer 2021 was also highly acclaimed, with forums and seminars filled to capacity, notably that dedicated to the dynamic Sport & Tech sector.

The experience offered to visitors at the show was also impressive, with the «Mutations» exhibition exploring the link between technology and nature, the private evening organised at the Musée des Arts Décoratifs for the «Marche et démarche» exhibit, and an exhibition dedicated to lace at Maisond' Exceptions.

The smart creation area, a harmonious mix of sustainability and technology

For the first time, exhibitors presenting eco-responsible materials and services and exhibitors who were experts in fashion technology were gathered together one space in Hall 3: The Smart Creation Area. This space was now a permanent feature of the Première Vision Paris show.

Sustainability and technology are two key subjects around which the Première Vision group had been positioning itself for several years now, to support the creative fashion industry as it evolved. As early as 2015, it launched the Smart Creation study and information platform to promote its exhibitors' responsible approaches and showcase a new generation of values. This platform can be found online on the Première Vision website, and has long had a dedicated space, the Smart Creation Area, at the September editions of Première Vision Paris.

At the same time, the Wearable Lab, launched in 2017 at the February editions, explored innovations driven by the advent of new technologies and digitalization to promote connected and intelligent fashions.

Merging these two spaces created a new universe designed to introduce each edition of Première Vision Paris to the eco-responsible and technological innovations that were already industrially developed and ready to be used in the fashions of today and tomorrow. This was a strong and fundamental development to meet the needs of the international fashion sector's players - industrial exhibitors and fashion and accessory brands.

The smart creation area: the news for February 2020

Within the Smart Creation Area, Première Vision presented the most committed, inspiring and even visionary companies in the sector: 54 exhibitors including 43 featuring responsible products (36 Smart

Materials and 7 Smart Services - 1/3 being newcomers) and 11 fashion tech exhibitors (including 3 new ones).

Discover here: Eco-friendly materials: organic & responsible (Bananatex, Circular Systems, Varvaressos) and recycled (Komatsu), Responsible dyes: waterless & tech (Debs, Taylor) and natural (Komatsu, Toyoshima), Innovative materials – whether in terms of eco-responsibility (Spiber) or materials/products with exceptional thermal/bacterial, hydrophobic or breathable properties (Tannerie Pechdo, Pyrates, Induo, Polygiene), Innovative creative processes (Browzwear, Daumet), Connected products (Satab, De Rigueur, KC Textil, Ciliarish Shanghai Apparel), Technologies serving traceability (Haelixa, Id Factory, Verisium), Global circular approaches (Greenbiz par Komatsu).

An exhibition that explored the link between technology and nature

The Smart Creation Area hosted the Mutations exhibit dedicated to the theme of biomimicry. In this immersive experience, visitors were able to discover and handle artworks in which life and technology were harmoniously intermingled, inspired by the imagination of the creative duos: Scenocosme and María Castellanos & Alberto Valverde. The Mutations exhibition explored our ability to transform reality and create a new and hybrid relationship with our surroundings.

Alongside these works, Première Vision was also renewing its collaboration with MateriO', a unique and novel monitoring center specialized in identifying innovative materials. The show displayed around 30 selected materials with a high creative potential that were currently only rarely or never used in textile manufacturing.

Innovation infusing all the various sectors of Première Vision Paris

This responsible-creation approach started right from the so-called creation phase, as 80% of a product's environmental impact was determined in its design stage. All the upstream sectors of creative fashion were thus concerned. And because innovative players were also located in other areas of the show, Première Vision Paris was offering an index of 160 exhibitors identified as having an exemplary responsible approach by the Première Vision teams – the result of in-depth analysis over the last few years.

The exhibitors in the index were selected according to three criteria (all validated by certifications): The company: Social and environmental responsibility (energy, water, waste management, as well as HR and corporate ethics). Its product transformation processes: Traceability, dyeing and finishing, Raw material sourcing: Fabric, Leather, Accessories: Recycled / Regenerated / Organic, Alternative materials: Biopolymers / New fibres and yarns. Visitors were able to discover these exhibitors via a digital tour exploring most of the Première Vision Paris universes: yarns, fabrics, leathers and accessories.



PREMIÈREVISION
FABRICS

Fancies Selection for spring-summer 21

The season's decoration highlights, illustrated in prints, jacquards, yarn-dyed, lace and embroidery. Key decorations for everyday and dressy fashions. Highlights for eco-friendly products.

Spring-Summer 21 decorations kick off a light-hearted season that is both calm and expressive. Delicacy and refinement are combined with eloquent know-hows and artful double-readings to portray blooming, predominantly vegetal decorations, with backgrounds playing a real role of their own. The ecological offer is growing and strengthens the idea of responsible and fantasy-rich fashions.





ALPHA

Drawing with space

Decoration is imbued with a serene modesty: patterns are spaced out, allowing backgrounds – elaborated, fancy-woven, enlivened with subtle texture – to fully express themselves. Prints with airy, peaceful flowers, scattered throughout the space. A breath of summer, with purified visuals playing on fullness and emptiness. Transparencies and semi-opacities in silkies, wide-open cut-yarn jacquards. In embroidery, delicate filigree flowers accentuate the importance of something missing yet valued, set off by colourful yarns.



Broche / Estar Tekstil



Cavalleri



Mantero Seta



Malfroy Million



Mandarin



Donglong Lace



Jackob Schlaepfer

Eloquent extravagance

Techniques and skills combine and add up, layered together for a joyous and festive extravagance: re-printed multi-coloured embroideries and sequins, random prints magnified by metallic yarns that blur readings, jacquards with multiple reflections on moving and bumpy grounds. Exaggerated relief with extra-large sequined petals; undulating, liquid and fleeting shines in silk.



Bella Tela



Girani



APC Almodó Print Collection



Dentelle Mery



Jakob Schlaepfer



Laurent Garigue



Ventures



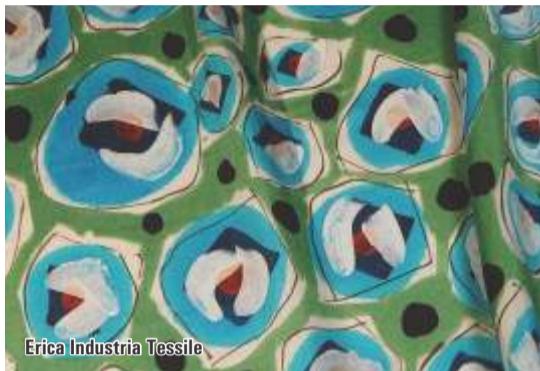
Nuances

Expressive mark making

The lines and strokes of patterns celebrate a hand-drawn sensibility. We can see the trace of a brushstroke, the marking of a committed sketch, the passage of a watercolour ink. Graphics are fluid, easy, free and sincere. Textured flat tints, colours infusing each other, shapes with more rounded contours, vague, soft geometries, as if painted on silk. Graphics are outlined in both printing and embroidery, with a tangible, almost artisanal contouring in corneley lace. Stylised floral and graphic designs like paper cut-outs, skilfully conceived. Lace with full compositions, where patterns grow opaque.



Guarisco Class



Erica Industria Tessile



Mackent



Adalberto Estampados



Guarisco Class



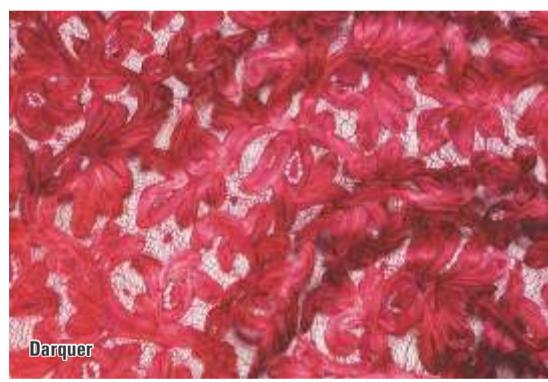
Darquer

Precious rusticity

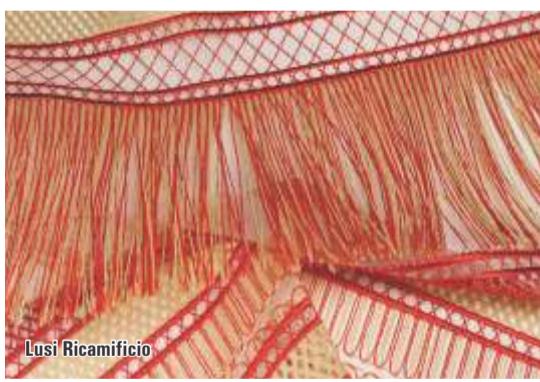
The influence of a rawer, yet extremely sophisticated, craftsmanship infuses the most luxurious products: substantial embroidery, with Arte Povera accents, enhances a spirit of recuperation, leavers lace with climbing flowers is refined with cottony accents, cord guipure and raffia jacquards are refined with softened handles. Subtly frayed yarns, braids and jacquards illuminated with glittering nuggets. Surfaces with marked irregularities playing deceptive games with visuals and handles.



Junior by Adele Zibetti



Darquer



Lusi Ricamificio



Silk-co



Mantero Seta



Bischoff Group



Ricamificio Trevisan Leopoldo



Weft

Summery freshness

Summer brings its share of freshness, with decorations in softer colours. Flowers bloom and express themselves in candid graphic styles. Rounded and printed on shivering irregular grounds, they have an almost old-fashioned look, and grow evanescent on organzas and organdis. Delicate tone-on-tones jacquards seem infused by a summer breeze. Water-coloured, slightly blurred, genuine ikats in silkies, while flowers also play games of hide and seek. Naïve gardens and springtime landscapes drawn from sketchbooks, charming re-printed eyelet embroideries. The foliage evokes a kindly, colourful jungle, expressed in a big way, like comics.



Ipotesi



Gipitex



New Concept



Achille Pinto



Embense



Lisa



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1
World
Industry
View



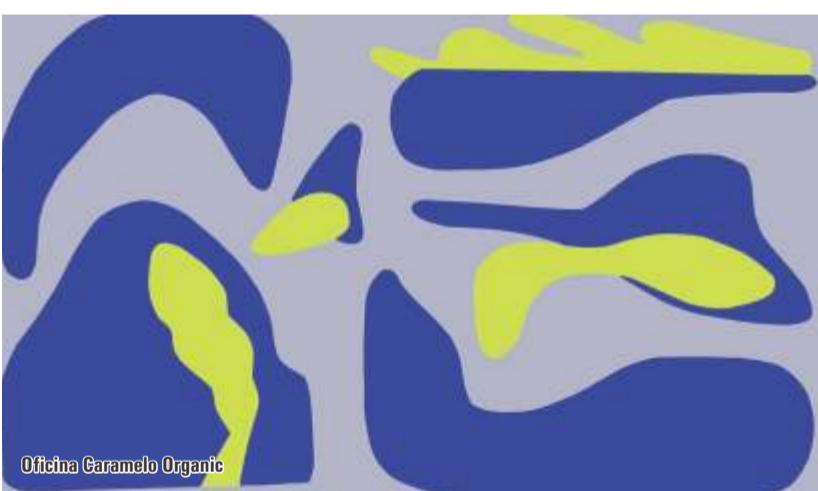
PREMIÈREVISION DESIGNS

Designs selection for spring-summer 21

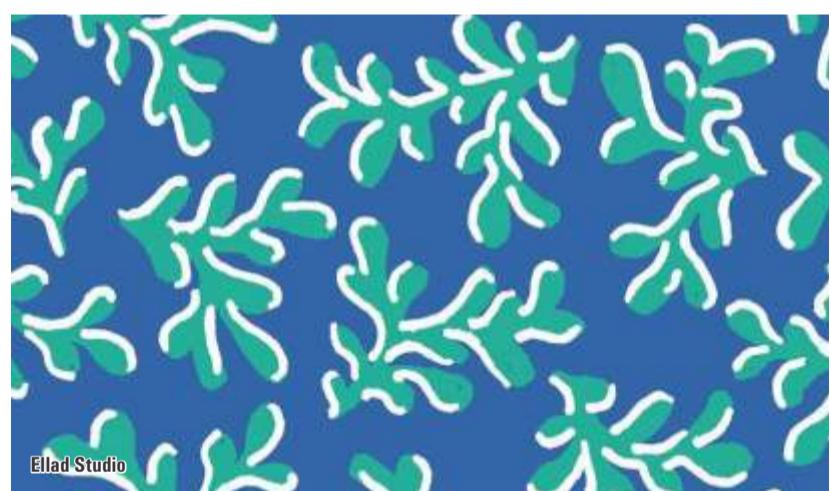
The Designs area presents a selection of patterns from the collections of Première Vision Designs exhibitors, presented each season through a dedicated theme. Discover the full information for prints and decoration illustrated in the Designs document.

Spring summer 2021 is a season in motion, committed to responsible, renewable, rich and appealing fashions. A season that proposes a change in perspectives, offering new outlooks and a 360° vision.

This season, patterns are expressed through a variety of media, from painting to drawing and photography. Graphic expressions convey the season's powerful cravings: to appropriate motion, to highlight the artistic gestures and movements behind an execution, to explore new graphic and geometric forms, a desire to purify surfaces and get to the essence.



Oficina Caramelo Organic



Ellad Studio



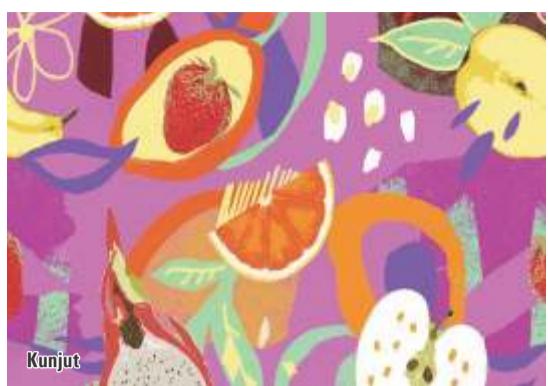
Diane Cunningham



Design 39 Desert

Simplified Geometries

Graphics are simplified, geometries grow softer, corners are rounded and wavy lines cut the backgrounds up into colourful flat tints. Narrative and appetizing natures or abstract forms create generous, full compositions, interlocked like skilful modular units, with full, covering colours.



Kunjut

Nourishing nature

Nature blooms in lively and harmonious colours, in slices of summer that encourage you to play with overlays and transparency. Richly colourful arrangements like a fresh, summery fruit salad, or appealing compositions of nature worked in X-rays style. Solarised colours playing with light and bewitching shades.



Design39



Constance Desanti



Jack Jones Design



Epluche



Constance Desanti



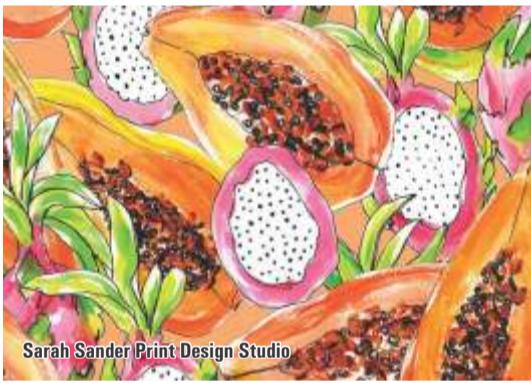
Jack Jones Design



Sophie Augustin Viguier Itsitini



Stampa Studio



Sarah Sander Print Design Studio



lepointille



Ethnic collage

Collages portray a spontaneity that mixes ethnic and narrative styles. An expressivity communicated in experiments around quirky, offbeat portraits in cut-out paper.



Atelier Natanski Paris



La Fabrique Design Textile



Alio Design



Pil Pil Studio



Dash Studio

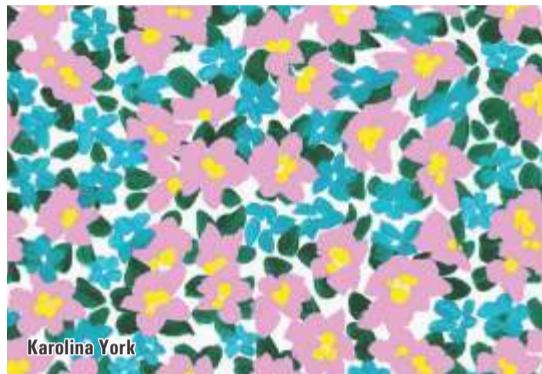


Cocotka



Invasive flowers

Surfaces are filled up, and backgrounds disappear, giving way to a flowering that populates the space. Flowers are jostling, overlapping and spread out their colourful, shimmering petals.



Pictorial strokes
An expressive motion that plays with assemblies, strokes somewhere between paint, pastel and pencil, and anchors the style of the chosen medium. Shapes imprinted with geometry and expressive lines to lend character to the design.



Shaping absent space
Purified visuals that free themselves of any surplus, to pare down to the essential. The idea of positive reduction emerges in designs, to make use of blank space and give a new freedom to backgrounds. Pared-down lines and meticulously elaborated empty space create visuals evoking the disappearance of a motif, a line, a memory.

