

## **SOLID ATTENDANCE INFLUENCED by market concerns over BREXIT**

**B**y welcoming 53,156 visitors from 127 countries at its latest edition, Première Vision Paris illustrated the strength of its leadership and influence on the global creative fashion industry. It's 70 per cent-international visitorship – still unsurpassed in the sector – is particularly notable for its high quality, demonstrating the show's robustness in the face of strong political and economic uncertainties in world markets.

This impressive performance was nonetheless marked by a slight decline in visitor numbers (-2.3 per cent vs. February 2018), a direct consequence of the market's jitteriness in light of the impending exit of the United Kingdom from the European Union. British fashion brands and buyers are playing it safe as BREXIT edges closer, solidifying fears and slowing down decision-making. This is evidenced by a significant 16 per cent decline in British visitors, which alone accounts for two thirds of the decline in attendance at the show.

A hub of inspiration, business and experiences, Première Vision fully fulfilled its role as catalyst for the creative fashion sector throughout the three-day show, with, among other successes:

- A selective, transversal offer up by 3.3 per cent vs. Feb. 2018, presented by 1,782 exhibitors.

- Highly acclaimed fashion information for spring summer 20. Developed by the Première Vision fashion team, the fashion forums along with the Trend Tasting seminars were all very well-attended.

- An enthusiastic response to the Première Vision Marketplace, now being adopted by industry professionals as a complementary tool to enhance their sales development and communications.

The physical implementation of the marketplace deployed at the show was a resounding success. Buyers from major international brands and exhibitors clearly expressed their excitement. Launched last September with the weavers' collections, the digital platform integrated tanners in February. Denim-makers will go online next May, followed by accessories and components manufacturers in September 2019.

- The success of the Wearable Lab as a true hotspot for meetings was confirmed by a 3rd edition with non-stop attendance.

With start-ups, innovative materials, embedded technologies, a forward-looking exhibition, expert conferences and more, the space dedicated to Fashion Tech was steadily busy, confirming that technological innovation is central to the sector's priorities.





## FABRICS EXHIBITION

### Pulse-racing innovation in textiles

Life is a story of motion, and fashion makes it irresistible! The pulse of the market is indeed judged “racing” by exhibitors at fabrics, who are tackling the global economic and political turmoil with major leaps in innovation. Despite the climate of instability, they speak of buyers “in action,” launched “in a relentless quest for differentiation.”

At Verne & Clet, “2018 was a very positive year,” says Sandrine Vrain, the French Sales Manager. And 2019 looks good. “We’re halfway through the financial year, and we’ve already achieved last year’s figure.” This season, all the newest products are at the top of the sales list. Fabrics made from Seaqual recycled fibre. Textiles facilitating heat-regulation (Patented 37.5 by Cocona). Microencapsulated fabrics diffusing essential oils in a range comprising Silky (Thanks to aloe vera), Serenity (verbena and chamomile) and Dry Protect (talc and zinc).

For Vijay Sardesai, Export Director at Raymond Luxury Cottons, whose stand was always busy at the show, “Innovation makes it possible to win and develop new markets.” In Europe, the Indian company saw a 30 per cent increase in turnover. Its brand new Purolino range, exclusively dedicated to linen, won the prize for softness and suppleness with its “soft and aero finishing” treatments.

The same was true at Eurojersey, which scored a hit with a new technology integrated into its Sensitive (nylon-Lycra) fabric. “You can now create ultra-comfortable tailored items with a woolly aspect using this fabric,” explains Matteo Cecchi. American, Japanese and European buyers made no mistake about that, and the Sales Manager reports, “An 8 per cent increase in sales in 2018.” In his view, the active wear sector is booming. The success of the Sport & Tech universe at the show confirmed that as well. JRC Reflex, exhibiting for the first time, reports it is “thrilled with the quality and diversity of our meetings, with everyone from sports brands to luxury and ready-to-wear brands.” The launch of its retro-reflective yarn, alongside its coated fabrics, captured attention. At Monotex, the patented reflective yarn for weaving, embroidery and knitting was another appealing standout. Italy’s Frizza, meantime, drew attention with reflective finishings that are now also printed.

At the same time, green innovation remains an active growth lever. The GRS label (Global recycle standard) is often requested. And professionals are working to respond. The Iluna group presented an exclusive GRS-certified lace at the show. Miroglio announced a triple offer of responsible fabrics for summer 2020 and a 40 per cent increase in orders. At Hemp Fortex, crepe knits made from hemp and organic cotton are doing well this season. Hemp is also making a major breakthrough at Libeco. At Dutel Création, a new jacquard, made entirely of organic cotton and recycled polyester, is attracting interest. Textiles continue their eco-responsible revolution.



### 70 per cent international visitors

This edition, 53,156 visitors from 127 countries came to Première Vision Paris to discover the latest innovations in materials - yarns, fibres, fabrics, leathers, textile designs, accessories - and manufacturing solutions tailored to the development of their spring summer 20 collection.

This premium visitorship, above all 70 per cent international, is also diverse. This is true in terms of their size - ranging from independent designers to international groups, including small and medium-sized companies - as well as their positioning - luxury houses, medium and high-end fashion and accessories brands, mass retailers - and markets - clothing, leather goods, shoes, fashion jewellery, and more.

### Top 10 February Visitors 2019

Beyond the usual and natural fluctuations in international visitor contingents, the decline in attendance from the United Kingdom appears to be a sign of market distrust in face of the impending challenges related to BREXIT. The Top 5 visiting countries remain unchanged in comparison with February 2018. China enters the top 10 in 9th place, Belgium moves from 10th to 8th place, and Japan moves down a place, dropping to 10th place in the ranking. In terms of numbers it was France: 15,924, Italy: 5,985, United Kingdom: 4,466, Spain: 3,215, Turkey: 2,689, Germany: 1,828, United States: 1,695, Belgium: 1,478, China: 1,451, Japan: 1,421. Visitors to Première Vision Paris were primarily European – 76 per cent of attendees. France leads with nearly 16,000 visitors.





## PREMIÈREVISION DESIGNS

Spring-summer 20 takes a daring leap into colour and liveliness in contrasting combinations! The very important warm, pinkish, orange and red tones combine with the acidity of neons and the freshness of mermaid blue and margarine yellow in dynamic and striking multi-colour elaborations. Experimentation is key, freedom of expression is limitless, as long as the pattern is easily readable, identifiable and can be personalised.

Exotic flora and fauna, animals of the savannah and tropical birds appealed to buyers for the summery atmosphere they convey, but these also leave room for all the blurry and diffuse watercolour patterns, for textured abstracts with mineral aspects, and for plays on layerings. Scales range from mid-sized to large, mostly in all-overs to promote maximum visual impact and striking tricolour motifs.





## Tropical animals

Zebras and giraffes along with wild beasts from the continents of Africa and Asia step into decorations, and are chosen for the cheerful narratives they evoke: more than their skins, it's the silhouettes of these animals that are illustrated and interact with textured or patterned backgrounds. Gaily coloured turtles and fish are precisely drawn.



GIRL GANG



ABBY LICHTMAN



SEASON DESIGN TEXTILE



GATHER NO MOSS



COLLECTION MIDI



ALICIA V DESIGN



PAPER CLOTH LTD

## Expressive flora

Vegetation is expressed exuberantly, for a dense, vitamin-boostered and profuse summer: Gigantic banana leaves, disturbing flowers in clashing colourways, a luxuriance that's both appealing and slightly disturbing. Hand-painted patterns that cover the entire surface, in gouache, pencil or felt pen.



AKAGII



ANNA ASHRAFI



WANDERLUST STORY



MYRIAM DE FAY



LIÇA DESIGN STUDIO



HAYLIE JADE DESIGN



DASH STUDIO





LILICA TEXTILE PARIS

**Colourful blurries**

Watercolour treatments are found in geometries, figuratives and florals. Colours diffuse and disperse, blur together and are transparently overlapped. Soft contours, imprecise graduations and motifs drawn free-hand.



DMD AMSTERDAM



UON STUDIO



NIKKI MARTINKOVIC



LEMON RIBBON STUDIO



SOGE STUDIO



LATELIER DU MOTIF



CYME



ALIO DESIGN

**Fabulous birds**

Dreamlike birds with meticulously drawn feathers, with finely outlined contours and refined colourways take the spectator on a journey to imaginary worlds. They hide themselves in fine branches, are mixed in with delicate geometries and are intermingled among slender ferns.



RICHARD CAPSTICK PRINTS



FARKAS DESIGN



FOX IN THE SNOW



SOLSTUDIO TEXTILE DESIGN



SEASON DESIGN TEXTILE





## PREMIÈREVISION ACCESSORIES

Everything is changing, fashion is facing a radical shake-up of its values, and the products on offer are adapting to these new demands. Once very much criticised, imitations have earned their stripes thanks to bio-sourced plastics, vegan materials and even synthetic stones, which are now described as cultured gems.

At the same time, the purely functional is gaining in elegance: Straps, cords, elastics, reflective strips and safely buckles have the pared-back beauty of useful items. On the aesthetic side, accessories have a hard task: How can they dazzle people who are captivated by screens. The solution is to play with textures (relief, picots, rubbery feels), or multiply changing, moving, iridescent or luminescent effects – the key is to surprise and intrigue!

### Abstract ethnics



LASER TEAM



COMPLETEX 09



CASTELL



SAB



LUCA CUCCOLINI

### Colour highlight



BCN FASHION GROUP



POLSAN BUTTON

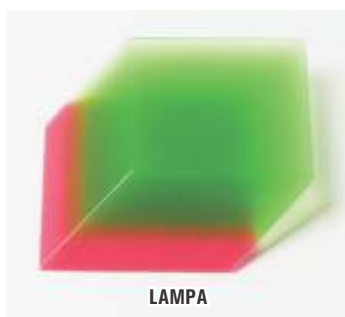


LAMPA



MIMET

### Dazzling brightness



LAMPA



BY MICHELANGELO



VALTER



DE BERNARDI



SAB



RED BUTTON

### Discreet metals



ACHILLE VALERIA LISSONI



MODA PIERRE



NANNI



SKA ITALIA



VALTER

### Surreal flowers



KATY



LAMPA



SARKAR INTERNATIONAL



SYLVIE





## The show's fashion manufacturing offer: Four places, one message

Today Première Vision Paris presents an ultra-comprehensive and international offer that brings together the full scope of fashion manufacturing know-hows required by fashion and accessory brands. This offer includes 217 manufacturers from five continents and is divided into 4 complementary universes.

### Première Vision Manufacturing – Proximity

A show dedicated to specialists in proximity fashion manufacturing from the Euro-Mediterranean basin and the Indian Ocean, Première Vision Manufacturing is now Première Vision Manufacturing – Proximity. This space brings together some 127 exhibitors. Mainly dedicated to the Euro-Mediterranean zone, this space brings together some 190 exhibitors from Central and Western Europe, Eastern Europe, North Africa, Mauritius and Madagascar. The show is an essential link connecting the sector's upstream and downstream. Manufacturing is a perfect place for discussions between order writers and manufacturers, and everything is organised to ensure fluidity conducive to full synergy. The proximity of the Fabrics' weavers and manufacturers is a key asset for buyers, but also expands opportunities for discussion between the various exhibitors themselves.

### Première Vision Manufacturing

The Sourcing Connection, The Universe Dedicated to Sourcing from the Asia-Pacific Region, Has Been Renamed Première Vision Manufacturing – Overseas and is now biannual. It now offers, in February, as in September, a quality fashion-manufacturing offer that meets the main compliance criteria required by fashion brands, thanks to a unique and demanding selection process: Compliance of production units, production lines, the application of social and wage regulations ...



Dedicated to yarns and fibres, Première Vision Yarns presented all the latest global innovations. The event brought together specialists in fashion's raw materials: Fibres and yarns.

### A selective international offer

Natural, artificial or synthetic fibres, high-performance yarns, recyclable materials... Première Vision Yarns unveiled the field's most advanced innovations and creations. For three days, 50 spinners and fibre producers show products for all markets: Wovens, jacquards, circular knits, hosiery knits, technical applications and more...

### The Yarns & Knitwear forum

Colours, a selection of yarns, new ideas... Creative flatbed knits and spinning developments were illustrated in a shared space: The Yarns & Knitwear Forum. Exclusive knitwear items and panels of creative flatbed knit stitch points will be presented, an updated index will showcase key products from spinners and fibre producers, to help buyers in their search for innovations.

