

PREMIÈREVISION PARIS

Large number of visitors gather for inspiration and innovation

The September 2019 edition of Première Vision Paris, the leading professional show for the creative fashion industry, was held from 17 to 19 September in Paris Nord Villepinte. The event, dedicated to the autumn-winter 2020-21 collections, welcomed 56,154 visitors from across the globe. 2,056 exhibitors, including 230 newcomers, were on hand to reveal their latest innovations. This edition's offer focused on key industry priorities: Eco-responsible fashion, the digitalization of the sector, the ever-strengthening link between the worlds of sport and fashion, and support for innovation and young creative talent.

A total of 1,200m² were dedicated to eco-responsible fashion in the Smart Creation Area. 50 hand-picked exhibitors (including 30 new ones) introduced their latest innovations - from sourcing raw materials to industrial processes - for more sustainable, eco-designed and ethical fashions. There were so many highlights this edition. A sports and tech universe bringing together the largest suppliers of innovative materials

and textiles for the world of sportswear and performance was one of them. This year's theme was: Protection and insulation from the elements through clothing.

A Première Vision Designs space at the forefront of creativity, with 248 exhibitors-creative studios, independent designers - including 28 newcomers and the 24 finalists of the TexSelect® British textile design competition. Now taken over by Première Vision, as of its next edition in September 2020. TexSelect® will be integrated into the PV Awards and rebaptised the «PV Awards NextGen». The 11th edition of the PV Awards was chaired by Dutch artist and designer Bart Hess.

This edition, 278 fashion manufacturers from 5 continents were at the show to offer an increasingly diversified and transversal manufacturing-sourcing offer, representing the full gamut of manufacturing know-hows needed by fashion and accessory brands, as part of a strengthened PV Manufacturing platform.

The conference programme: A resounding success

A study and suggested solutions were proposed to complement the exclusive fashion information produced each season by the Première Vision Fashion team, designed to inspire buyers and guide them in the process of creating their new collections.

Packed crowds attended this edition's conferences:

- The Innovation Talks Area in Hall 3 hosted conferences on key issues for the future of the industry. These were very well attended, in particular the presentation of the results of the new study carried out as part of the IFM x Première Vision Chair on «Consumer Trends in Eco-Responsible Fashion», which canvassed 5,000 consumers in France, Italy, Germany and the United States to pinpoint their expectations and priorities in terms of sustainable fashion.
- The Fashion Talks Area in Hall 6 was the venue for exclusive fashion seminars prepared and presented by the Première Vision fashion team to help decode the Autumn-Winter 20/21 season. Attendance at these conferences increased by 14 percent, demonstrating a real interest in their content.

Première Vision Marketplace marks a successful first birthday

This edition was also the occasion to blow out the first candle for the Première Vision Marketplace, launched at the September 2018 edition. This B2B community space provides a platform for visitors to go online to pursue business relationships initiated at the show. One year after its launch, the results have been positive: 65,000 unique visitors, 800,000 page-views, 7,500 products presented online, 3,500 products ordered.

At the same time, the Première Vision Marketplace continues to grow:

- The Accessories offer is now available on the platform, with 328 companies joining since September
- The yarns and fibres from Première Vision Yarns will debut on the platform in February 2020
- A new feature comprising a 'Stock Service' for permanent & outlets products will be implemented in 2020 following strong demand from buyers

A benchmark event that brings together visitors from all over the world

56,154 creative-fashion professionals, 74 percent of them international, attended Première Vision Paris at this edition. Attendance was down slightly, by 1.89 percent, over the year ago show (which welcomed 57,234 visitors, according to the new OJS calculation standards with which Première Vision has opted to comply with as of this edition).

The decrease was attributable to several factors: A challenging economic climate, marked by concerns about BREXIT, a continued decline in fashion consumption, and a crowded calendar bracketing the show, which was held between the London and Milan Fashion Weeks. Nevertheless, Première Vision Paris remains a tremendous draw for the major international fashion players, with visitors to the event coming from 136 countries.

Visitors to Première Vision Paris came once again mainly from European countries (73 percent). France leads the pack with 30 percent of visitors, a slight decline. Italy, in second place, remained stable at 8 percent of attendance, and was followed by the United Kingdom, which fell sharply due to BREXIT. These countries are followed by Spain (5 percent of visitors), Germany (4 percent of visitors) and Belgium. The Northern European countries, references in terms of creativity, were also in attendance, led by Sweden and Denmark. A growing number of Asian visitors, now accounting for nearly 12 percent of the attendance at this edition. The top three



remain the same as for the September 2018 edition: China in first place with 5 percent of attendance, followed by Japan and South Korea. North America saw a significant increase compared to the September 2018 edition, and accounted for more than 5 percent of visitors. In 8th place among visiting countries, Turkey registered an increase in its attendance and accounted for 3 percent of visitors.

Green and technical products drive growth

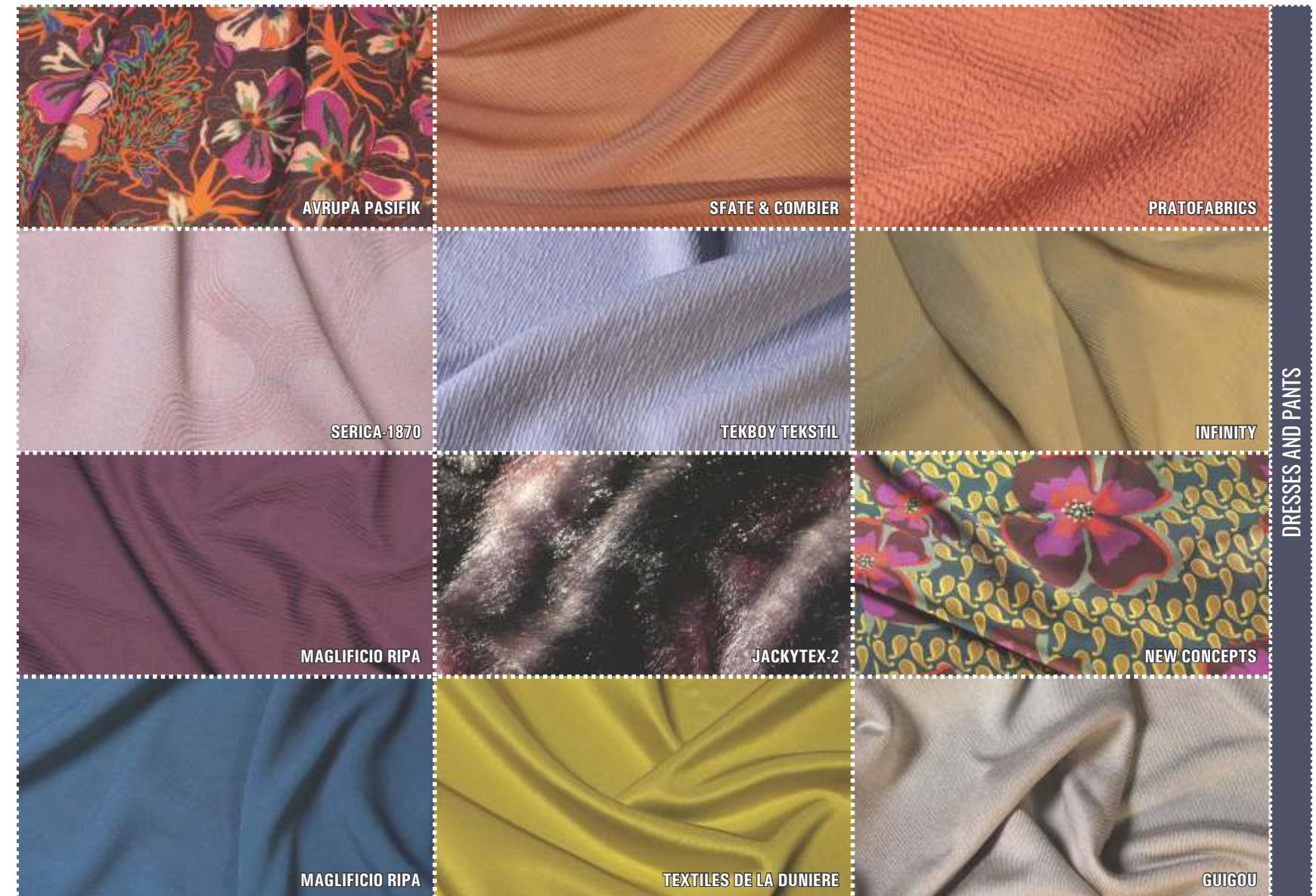
According to the findings of PV survey of fabrics' exhibitors, fashion is responding to economic downturns and international uncertainties with openness and commitment. Weavers face a broad spectrum of insecurity. The slowdown in Chinese growth, the slowdown in demand in Europe and protectionist tensions has undeniable consequences on the business climate." But amidst the gloom, bright factors are perceived. Brands "are committed" to sustainable fashion.

A tidal wave of green is impacting all sectors. Topping the list of mobilized countries: France, then Germany and Scandinavia, according to reports from several stands including Italy's Omniapiaga. This pleat specialist struck an immediate chord with certified biodegradable recycled polyester. At Italy's Achille Pinto and Lisa, as well as France's Philea, the talk is now of the "purchasing reality" of recycled and sustainable materials. "Visitors are informed and determined," adds Sara Canobbio. The company's coordinator is presenting an exclusive collection of viscose fabrics labeled Fsc and Ecovero, polyester stamped GRS and REPREVE, and GOTS or BCI guaranteed cotton, and noted that: "The interest felt during the launch was clearly reflected at the show in the high-end French and Italian markets." For Portugal's Sampaio, the shift is clear: "Some 30 percent to 40 percent of the requests we received are for environmentally friendly products. It's a real groundswell," says José António Silva from the company's sales department.

Sports specialists are also catching the green wave and riding it. In the fast-growing Sport & Tech sector, newcomers were delighted with the welcome given to new products. "The results are exceeding our expectations," says Giorgio Gallino, Sales Manager at Spain's Sportwear Argenton. Its interlock knit in recycled polyester and Lycra headed up their orders. "Very positive," said Italy's Pontetorto Sportssystem, whose Biopile process (which doesn't emit plastic micro-particles) was very popular. The same enthusiasm was expressed at Miti: "The meetings are very constructive and the attention given to our recycled nylon, polyester and elastane interlock is very gratifying!" said Laura Gambarini, Marketing Director. Overall, recycled high-activity knits are in high demand: Whether bi-stretch (Fieratex), fast drying (Tianhai, Miti) or made from water-repellent nylon (Hitop & Zentex).

ESSENTIALS SELECTION FOR AW 20/21

The season's Essentials fall in sync with the move towards a more constructed look in denser fabrics. Even when supple, fabrics are more consistent and lend themselves to tailored constructions. Designs are increasingly integrating environmental concerns.



Fashion information Summary A20W21

The Show's fashion information became a concrete reality at the Premiere Vision Paris show this September 17-19. Eleven fashion spaces, both cross-sectoral and specific, a colour range and harmonies by market, a selection of products from each activity sectors, fashion seminars, a film, illustrated and multimedia documents all came together to give markets the best perspective of the autumn-winter 2021 season.

Mutation

A season of change, and a shift towards a new tailoring and fashions that are eco-responsible, tangible, attractive. Innovative, high-quality and abundant. Substance and texture played a virtuoso role, challenging perceptions and injecting surprise into the interplay of weights and handles, visuals and behaviours, Fantasy and colour combinations broke from the call of the classics, powerfully and ingeniously sublimated, and consistently worked with immense subtlety and fineness.

Colour Highlights

Premiere Vision's colour range was widely acclaimed and gives pride of place to the dark depths of faux blacks and tender neutrals, infused with pinks and reddish flesh tones. Brownish shades strongly penetrated into accessories and shoes. Silhouettes featured colourful harmonies where softened tone-on-tones, two-tones with restrained contrasts, and a nocturnal luminosity give strength and richness to materials.

Defying materiality

with dense and lightweight fabrics, silk-infused curves, expert irregularities and feathery handles, puffed-up leathers, as if inflated with air, and voluminous and lightweight accessories.



MARINI INDUSTRIE

LANIFICIO ARPATEX

TFM

TEXLOVER

MANTERO SETA

Boosting Tailoring

with high-performance and perfectly contemporary products for head-to-toe elegance, a far cry from the classics, with products with firm handles, a feel marked by character and personality, and button and zip components marked by a high-tech yet precious discretion.

LYRIA

PAULO DE OLIVEIRA

MICROTEX · BE MOOD

EGO / PECCI

TRIMALHAS

Re-veering fantasy

in a subtler direction, and employing decoration to escape reality by turning to a fantastical imaginary world, extraordinary patterns, enchanted forests, fabrics, leathers and accessories with vibrant and irregular surfaces.

TESEO · (IT)

WEFT · (IT)

KHODER BROS GROUP · (AE)

SONIA TALBI · (FR)

HAYLIE JADE DESIGN · (FR)

496 FABRIC LAB · (TW)

PASSAMANERIA FRASSINETTI · (IT)

SENDYI TEXTILE · (CN)

TAI HING ZIPPER FACTORY COMPANY · (HK)

METAL SERVICE · (IT)

LARTIGIANABOTTINI (IT)

Eco-friendly innovation

Creating pleasing,

re-thought out product designs with eco-responsible innovations throughout the silhouette and for all styles - from the most dressy, formal and festive to the most casual or high level sport garments.

Premiere Vision exhibitors developed products providing concrete, high-performance industrial solutions.

- Whether through process transparency and traceability,
- Low chemical and energy impacts, waste reduction,
- And the use of organic sourced and biodegradable materials ... for a season that looks ahead to an optimistic future

