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PREMIÈRE VISION ACCESSORIES PRESENTS THE DR. MARTENS REVISITED BY EUGÈNE RICONNEAUS EXHIBIT

In a salute to its exhibitors’ products, particularly the creativity and know-how for the shoe market, Première Vision Accessories has chosen to bring together a shoe designer known for his transgressive originality, Eugène Riconneaus, and an iconic brand, Dr. Martens, for an exclusive exhibition.

The French designer revisits iconic designs from the famous British brand with new and ultra-creative customizations, incorporating accessories from the exhibitors’ collections, such as feathers, ribbons, metal accessories, rhinestones, embroidery and textiles.

“Transgression, empowerment, transversality are my roots that you will discover in this exhibition project”

Eugène Riconneaus

Over the 3 days of the show, the DR. MARTENS REVISITED BY Eugène RICONNEAUS exhibit will present a selection of iconic models of the famous British house - new artistic works - in a dedicated area (Hall 4).
«The project for this exhibit quickly appealed to us as all the players were such a natural fit. Première Vision Paris offers a unique gathering of industry know-how from all around the world. These companies play a role in the fashion industry’s innovation and creativity. This project provides us an opportunity to showcase our own manufacturing process and heritage.

Eugène Riconneaus is an atypical designer, self-taught, with an enormous knowledge of street culture, and is constant exploring new aesthetics. Eugène is playing with codes and standards. So many of these values correspond to those of Dr. Martens.

This exhibition is a new opportunity for us to demonstrate the versatility of our products - through the creative vision of a outside designer,» explained Dr. Martens’ teams.

**PARTICIPATING IN THE PROJECT**

Première Vision Accessories Exhibitors (Hall 4):
METTETAL CREATION / C.D.C. /
COMPLETEX’09 / EDDY RICAMI
PROJECT / LINEA ELLEBI – DECORAZIONI
MODA / MARCY – COTE PLUME / SATAB
FASHION / SEM-AR

Première Vision Leather Exhibitors (Hall 3):
SCHMID ITALY

**INAUGURATION**
Joins us for the opening cocktail & dj set
**TUESDAY 13 FEBRUARY AT 6 PM**
ABOUT DR. MARTENS

The first pair of Dr. Martens boots rolled off the production line on the 1st April 1960. With its trademark yellow stitch, grooved sole and heel-loop, it was a boot for workers, initially worn by postmen and policemen; comfortable, durable and lightweight in comparison to its competitors at the time.

Throughout Dr. Martens history, the brand has been adopted and subverted by diverse individuals, musicians, youth cultures and tribes.

These are the people who stand out from the crowd and their journey of self-expression has always been accompanied by a pair of DM’s.

The simple silhouette allows people to customise each pair; whilst on a utilitarian level their famous durability and comfort make them ideal footwear for the world of gigs and street fashion. On an emotional level, they are a flag of attitude and empowerment.

The Northamptonshire factory where it all began still exists to this day, in the village of Wollastone. A specific range of ‘Made In England’ products are manufactured here by a small, close-knit team of people schooled in traditional shoe-making and the unique process that makes Dr. Martens like no other shoe on earth.

ABOUT EUGÈNE RICONNEAUS

Eugène Riconneaus is a young French women’s shoe brand, catering to independent, sophisticated and rebellious women in cosmos. The essence of brand value is Empowerment, Transgression and Transversality. The women of the brand Eugène Riconneaus are authentic beauties for what they are but not for what the society wishes them to be. Eugène Riconneaus empowers them to change the rules.

Eugène was born in Blois where French Kings and Queens have lived but growing up in a skateboard and underground culture. He reminiscexs about his origin and childhood by chasing elements from Château de Chambord, Marie Antoinette, Louis XII and so on in his own way. Royal traces can be observed in the “crown” on the back of Pumps to empower women and “silk” to remind people of Marie Antoinette who always highlights her neck with decorations adorned like a flower.

Eugène Riconneaus’ collections are created from 24 carat golds details, silk and exceptional leather, such as boxcalfskin, plugged lamb, suede kidskin, with an art that he has inherited from French craftsmen. Wishing to honor his origins, and to pay tribute to the boot maker whom conveyed their techniques, Eugène’s shoes are entirely handcrafted in France, Italy and Portugal. Every shoe becomes an art piece.
ABOUT PREMIÈRE VISION

Première Vision S.A. is a leading French company that has been organizing textile and fashion trade fairs since 1973. Initially local, the company has skillfully evolved to acquire first a national then European and finally global dimension. With 10 subsidiaries and foreign offices throughout the world, the company has successfully created and developed events in key zones of the fashion planet over the past ten years.

All Première Vision shows share the same approach based on constant innovation and quality, positioning themselves on an offer and services with high added-value. Alongside its high-performance services, one of the Première Vision shows’ acknowledged strong point is its Fashion Information. From the start, the unique approach in this domain is based on meetings organized by one-of-a-kind in-house fashion team with leading international experts and professionals, to gather and exchange viewpoints on emerging trends destined to influence the fashion seasons. This forward-looking and constantly evolving exclusive information inspires the entire chain of design and creation.

Today, Première Vision organizes 22 shows or events a year in 3 different countries.