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. 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.**
  A pioneer for the sector, this new, unprecedented BtoB 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 specialized buyers, while the Country Focus, organized 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% international, including managers, designers and fashion brands.
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% versus September 2017, which had experienced exceptional growth in terms of visitorship.

The overlap of Yom Kippur with Première Vision Paris, due to which the dates of the show had been shifted to run from Wednesday to Friday, 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 U.S. 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 ...
The visitors of Première Vision Paris are mostly from Europe (72% of visitorship). France is in the lead with 15,160 visitors. In second place, Italy had 5,962 visitors (11% of attendance), followed by the United Kingdom with 4,118 visitors (7% of attendance). This trio is followed by Spain (3,021 visitors), Germany with 1,941 visitors (3.5% 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% 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, followed by Japan, a major purchaser of fashion and creative textiles, which totalled 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 accounts for 1,918 visitors this session.

As the 6th largest visitor country, Turkey experienced a dip in attendance. With 2,528 visitors (5% of total visitors), this key country in the sector nevertheless saw a drop in attendance directly related to its monetary and economic problems.
UPCOMING PREMIÈRE VISION EVENTS AROUND THE WORLD

Première Vision Istanbul  
10-12 October 2018  
Istanbul Congress Center

Denim Première Vision  
5-6 December 2018  
Old Truman Brewery - London

Blossom Première Vision  
12-13 December 2018  
Carreau du Temple - Paris

Première Vision New York  
15-16 January 2019  
Pier 94

Première Vision Paris  
12-14 February 2019  
Parc des Expositions Paris Nord Villepinte

Première Vision Istanbul  
20-22 March 2019  
Istanbul Congress Center

Made in France Première Vision  
3-4 April 2019  
Carreau du Temple - Paris
CONTACT

PREMIÈRE VISION

Press Manager
Igor Robinet-Slansky
T. +33(0)1 70 38 70 30
M. +33(0)6 42 06 31 02
i.robinet@premierevision.com

Communications Director
Claudie Le souder
c.lesouder@premierevision.com

2e BUREAU
+33(0)1 42 33 93 18

Marie-Laure Girardon
+33(0)6 82 40 73 27
m.girardon@2e-bureau.com

Sylvie Grumbach
sylvie@2e-bureau.com

MONET + ASSOCIÉS
+33(0)4 78 37 34 64

Véronique Bourgeois
+33 (0)6 64 22 55 56
vb@monet-rp.com

Julie Adam
+33 (0)7 86 82 60 61
julie@monet-rp.com

Mélanie Da Rui
+33 (0)6 58 98 85 75
mr@monet-rp.com