PRESS REPORT
FEBRUARY 2017:
A DYNAMIC SESSION MARKED BY GROWTH

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Première Vision Paris closed the February 2017 session dedicated to spring 18 collections with a 2.3% increase in visitors over February 2016, bringing the total number of visitors to 56,250.

At 73% international, the show’s visitorship, coming from 124 countries, is unique and unrivalled among upstream trade shows, characterised by its high quality and diversity in terms of:

- **markets**: ready-to-wear, leathergoods, fashion jewellery, shoes...
- **range**: free-lance designers, international groups, small and mid-sized companies
- **positioning**: luxury houses, medium and high-end fashion and accessories brands, major retail brands...

In a complex and changing global context, this fine performance reflects not only the attractiveness and strength of Première Vision Paris, but also the effectiveness of its creative positioning, a strategic vector of differentiation and growth. The results of the Première Vision Barometer of creative industries for the first semester of 2016 attest to this.

Driven by its creative, selective offer, innovative and inspirational information, and enhanced efficiency - with de-partitioned industry sectors and synergies between business activities - this last edition also owes its success to a particularly rich program of news and innovation, well appreciated by both visitors and exhibitors.
As a thought-leader and catalyst for the sector, Première Vision Paris has put in place initiatives to stimulate, inspire and inform the creative fashion industry.

Experiences, information areas and cross-sector discussions helped showcase the mutually-complementary nature of the shows, for an optimised, more readable show visit.

- A conference on the resurgence of proximity sourcing as part of the IFM-Première Vision Chair (report in the annex)
- the Première Vision Barometer: an overview of business activity in materials for creative fashion, first semester 2016 (see following summary)
- the Wearable Lab: a space and discussions dedicated to technology-augmented fashion (see conference report in the annex)
- Leather Smart Conversation: a conference on responsible creation in the leather industry (see summary in the annex)
- Strengthened leather layout and events: conferences and workshops – Luxury Material Workshops – at Première Vision Leather; a leathergoods and footwear focus in the new Bag & Shoe Elements space; a new proximity to the exclusive Maison d’Exceptions space...

Also find:
- A summary of the spring summer 18 season in the annex
- Photos from the February 17 edition to download in the Press Area, submenu photos & videos, at www.premierevision.com
INTERNATIONAL VISITORS

This edition saw a new breakdown in attendance from the leading visitor countries, with changes in the top ten.

The leading European quartet is evolving. French attendance remained stable compared to February 2016, despite the overlapping of the show with school vacations, while Italy - up 2.7% - moves up to become the second largest visitor ahead of the UK, which saw a slight decrease in visitor numbers.

Similarly, Germany moves down a place - notably in response to the country’s sharp decline in apparel consumption- surpassed by Turkey, which now moves into 5th place. Spain (+ 8%), Portugal (+ 6%) and the Netherlands (+ 9.5%) were all well represented, with higher attendances than in February 2016.

Despite a slight decrease in attendance compared to the February 2016 edition, due in particular to the overlap of the show with New York Fashion Week, the US retains its 7th place position in the ranking of visitor countries.

Meantime, following uncertainties related to the country’s volatile economic and political context, the number of Turkish visitors increased significantly (+ 4%), moving the country from 6th to 5th place.

This resurgence in attendance was also seen among Asian countries, less concerned about security issues than they have been at the last two editions. Japan (+ 27% vs. Feb 16) jumped two places and now ranks 8th among visitors. China also saw a rise in visitors, as did South Korea (+ 19%).

And lastly, Russia saw a surprising doubling of its visitors in one year. Does this indicate a coming new economic dynamism?
“Première Vision Paris is the most important show of our season. We always do a lot of business here. The first day is madness. We had queues outside the stand. In addition to our usual visitors, we had new American and Asian customers.” Alex Marsal, international sales director, Liberty Fabrics (Première Vision Fabrics)

“We welcomed many customers from all over Europe, and the United States too. The new customers found us thanks to the forums where our developments sparked their interest. It looks like the most important visitorship this season was international, making the show an important event for us.” Daniele Tombini, textile consulting, Mario Cucchetti Tessuti (Première Vision Fabrics)

“This is our first time showing at Maison d’Exceptions. There are multiple collaborations planned for the future... and very positive feedback from the public, with people saying: “Thank you for helping us dream, and showing us that what we thought was impossible is possible!” We had a really immediate reaction from customers who did not know my work and others who this time decided to order from me. Maison d’Exceptions seems to have given legitimacy to my know-how.” Marianne Léger, founder of Yumé Péma. (Première Vision / Maison d’ Exceptions)

“This edition was excellent for us, with a record number of contacts on the first day alone, many of which were quite good.” Marinelli Walter (Première Vision Leather)

“Having Maison d’Exceptions next to our stand steered many visitors our way, and gave us new ideas for developments.” Platin Deri – Faik Kutuk (Première Vision Leather)

“Our visitors at Première Vision Leather come mostly from France, but from all of Europe too, and even some from the US.” Dean (Première Vision Leather)

“People are optimistic, they’re energetic and want to begin work on their new collections. They have confidence in the future after a not very excellent year, especially in terms of resale to a French clientele.” Philippe Normand, Compagnie Française du Bouton (Première Vision Accessories)
“We see small and large suppliers offering particular techniques to bring about innovation and differentiation. We feel an energy for new research.” Livia Stoianova and Yassen Samouilov, founders of On Aura Tout Vu (France)

“What’s interesting for us is to have all the suppliers together in the same place. We were able to see suppliers of yarns, fabrics, leather and textiles. I came three days to follow up with suppliers and to talk about long-term strategies and projects. This brings suppliers who are not used to meeting each other together with the brand. The discussions are easier and we can move a little more forward.” Sébastien Barillot, manager senior, quality and engineering, Burberry (UK)

“It’s a very international show with a lot of very inspiring exhibitors. The atmosphere is very friendly. As a Berlin fashion designer, I found the new Wearable Lab space very interesting because I am looking to work with new technologies.” Beate Stucke, fashion designer of the eponymous label (Germany).

“I use the forums to gather ideas for future collections and see the exhibitors’ offer. It saves time to find the right suppliers. The Wearable Lab interested me, and I liked that there was a special aside given to this subject.” Joan Bebronne, designer, Liebaert (Belgium)

“Maison d’Exceptions is a gold mine. When you work in ready-to-wear, you can sometimes lose the idea of truly unique and exceptional creation. Being able to explore research of this quality contrasts with the fabrics we often work with. It’s very inspiring and very nourishing. Overall, I come to Première Vision Paris twice a year. This is the only show I go to.” Anne-Severine Liotard, designer, 10 easy pièces (France)
In the first six months of 2016, the creative textiles market registered, on average, a 3% increase in production in terms of volume compared with the 1st semester of 2015.

In terms of mature economies (Europe, the US, Japan, South Korea...) - the most strongly represented at the show - the Première Vision Textile Index reaches +2.6%. This result broadly surpasses the benchmark (UNIDO index), which remains stable at +0.1%

It should also be noted that in the mature economies, the show’s European players had a 3.3% increase in its production in volume, while Asian professionals are down by -7.3%.

In the first six months of 2016, the creative leather market registered a rise of 0.8% in volume compared with the 1st semester of 2015.

This result broadly outperformed the United Nations index, which is at -2%.

→ In a declining consumer context, these figures are more than encouraging and confirm the fact that creativity is a true competitive advantage in a highly competitive environment where it has become critical for brands to differentiate.
UPCOMING PREMIÈRE VISION EVENTS AROUND THE WORLD

- **Première Vision Istanbul**
  - 22, 23 & 24 March 2017

- **Made in France Première Vision**
  - Paris
  - 29, 30 March 2017

- **Première Vision New York**
  - 18 & 19 April 2017

- **Denim Première Vision**
  - Paris
  - 26 & 27 April 2017

- **Tissu Premier Lille**
  - May 2017 [Expected Dates]

- **Blossom Première Vision**
  - Paris
  - 4 & 5 July 2017

- **Première Vision New York**
  - 18 & 19 July 2017

- **Made in France Première Vision**
  - Paris
  - 29, 30 March 2017

- **Première Vision New York**
  - 18 & 19 April 2017

- **Blossom Première Vision**
  - Paris
  - 4 & 5 July 2017

- **Première Vision New York**
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