The goal of this agreement, which took effect on 1 January 2018, is to support the young creative companies in their training and to develop creative and innovative fashion in order to bolster Paris’s position as fashion capital of the world.

The agreement between these two leading companies strengthens the existing links between the Fédération and Première Vision, which share common goals: the international focus of their events; a support for creative fashion and young designers and a strong stand and engagement regarding the fashion industry’s key structuring issues, such as Fashion Tech and responsible creation.

This partnership is structured around 3 main areas:

- **Paris World Fashion capital**
  Developing a program of initiatives and joint lobbying efforts with the international community and its institutions to enhance Paris attractivity.

- **Innovation**
  accelerating the development of Fashion Tech and its players thanks to the first major and dedicated platform: the WEARABLE LAB of Première Vision.

- **Young Creative talent**
  supporting the future of creative fashion by providing help to young designers and companies selected by the Fédération de la Haute Couture de la Mode during the Paris Fashion Week®. Première Vision will support the young designers at DESIGNERS APPARTMENT and the emerging brands at NEW NOW in their search for creative materials - fabrics, leathers, components - and partners to manufacture their collections.
ABOUT THE FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE…

The Fédération de la Haute Couture et de la Mode organizes the women’s, men’s and Haute Couture fashion weeks in Paris on a semi-annual basis. The fashion week schedule for 2018 is:

**Men**
from Tuesday 16 to Sunday 21 January 2018

**Haute Couture**
from Monday 22 to Thursday 25 January 2018

**Women**
from Monday 26 February to Tuesday 6 March 2018

**Men**
from Tuesday 19 to Sunday 24 June 2018

**Haute Couture**
from Sunday 1st to Thursday 5 July 2018

**Women**
from Monday 24 September to Thursday 2 October 2018

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ABOUT PREMIÈRE VISION...

For the past 45 years, Première Vision has been organising creative fashion-materials trade shows for the industry’s international professionals. All Première Vision events take a similar approach based on innovation and a constant pursuit of quality services, to offer a selective and creative offer with high-added value.

Première Vision currently organises 22 shows and events per year in 3 different countries, in particular the following Paris shows:

**Première Vision Paris**
Parc des Expositions - Paris Nord Villepinte:
13-15 February 2018
19-21 September 2018
www.premierevision.com

**Made in France Première Vision**
Carreau du Temple, Paris 3ème
28 & 29 March 2018
www.madeinfrancepremierevision.com

**Denim Première Vision**
Parc Floral de Paris
23 & 24 May 2018
www.denimpremierevision.com

**Blossom Première Vision**
Carreau du Temple, Paris 3ème
4 & 5 July 2018
www.blossompremierevision.com
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FÉDÉRATION
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