A MAJOR STEP FOR PREMIÈRE VISION MANUFACTURING: FOUR UNIVERSES, A GLOBAL OFFER OF COMPLEMENTARY MANUFACTURING OPTIONS

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This 12 to 14 February, 1 777 exhibitors –up 3% over Feb. 2018– will present their latest developments for the Spring Summer 20 season at Première Vision Paris. Next to the material suppliers –yarns, fabrics, leathers, accessories and components, designs- the show proposes a complementary and diversified manufacturing sourcing solutions.

To support the strategy begun in 2017 of enhancing this manufacturing-sourcing offer and better address the challenges of buyers seeking fashion manufacturing solutions, Première Vision is clarifying its Manufacturing offering, with a dedicated itinerary grouping proximity sourcing, overseas sourcing, flatbed knit manufacturing, and leather fashion manufacturing, which has recently moved to Hall 4 of Première Vision Leather.

FOUR AREAS, ONE MESSAGE

Today Première Vision Paris presents an ultra-comprehensive and international offer that brings together the full scope of fashion manufacturing know-hows required by fashion and accessory brands. This offer includes 217 manufacturers from five continents and is divided into 4 complementary universes.

Under the PREMIÈRE VISION MANUFACTURING banner, these Première Vision Paris fashion-manufacturing universes have been renamed to increase the visibility of their respective offers, and underline their synergies.

• Première Vision Manufacturing is now PREMIÈRE VISION MANUFACTURING - PROXIMITY
• The Sourcing Connection is now PREMIÈRE VISION MANUFACTURING - OVERSEAS
• Knitwear Solutions is now PREMIÈRE VISION MANUFACTURING - KNITWEAR
• Leather Manufacturing is now PREMIÈRE VISION MANUFACTURING – LEATHER
A show dedicated to specialists in proximity fashion manufacturing from the Euro-Mediterranean basin and the Indian Ocean, Première Vision Manufacturing is now PREMIÈRE VISION MANUFACTURING - PROXIMITY. This space brings together some 127 exhibitors from Central and Western Europe, Eastern Europe - with notably this season the development of an offer from Bulgaria and Lithuania - North Africa, Mauritius and Madagascar.

“The zone is relatively stable this season, and generally retains its market share, yet some countries are nevertheless increasing,” points out Gilles Lasbordes, General Manager of Première Vision. “The most notable of these are Portugal and Morocco, which are enjoying good growth, and Turkey which is benefiting from a favourable exchange rate effect, in a delicate geopolitical context. Bringing together in proximity all the industry players (weavers, manufacturers ...), Manufacturing is an essential link connecting the sector’s upstream and downstream. It is a perfect place for discussions between order writers and manufacturers.”

THE SOURCING CONNECTION, the universe dedicated to sourcing from the Asia-Pacific region, has been renamed PREMIÈRE VISION MANUFACTURING - OVERSEAS and is now biannual. It now offers, in February, as in September, a quality fashion-manufacturing offer that meets the main compliance criteria required by fashion brands, thanks to a unique and demanding selection process: compliance of production units, production lines, the application of social and wage regulations ...

Manufacturers, subcontractors and garment makers, whether developing private label collections or pre-established finished products, these 37 exhibitors have thus all been vetted by a Selection Committee specialised in the manufacturing sector, whose own expertise is rounded out by an audit commissioned by Première Vision from BUREAU VERITAS, the world leader in compliance assessment and product certification.
Interview with Yvan Dacquay, show manager of PREMIÈRE VISION MANUFACTURING – OVERSEAS

How is the offer at Première Vision Manufacturing Overseas evolving?
It remains stable in terms of the number of exhibitors, with a strong Indian presence, linked in particular to the season. The offer from this country is mainly woven pieces, linen and cotton clothing and prints, which are very popular for spring summer. There’s also a significant increase from Pakistan and especially Peru. Production in Peru is distinguished by its high technical quality and the nobility of its local raw materials, including alpaca. In the future, it will be a country to be reckoned with, as it turns towards Europe in search of new markets to compensate for the difficulties arising from the new customs barriers with the U.S. We also note a stronger presence from Colombia and Mexico for the exact same reasons.

What changes are you seeing in the offer?
Chinese production is evolving, as it pursues a policy of “premiumisation” with factories that are increasingly adapted to meet the demands of international markets. China is clearly no longer the cheapest country - it’s been replaced by Ethiopia, Cambodia, Vietnam - but it intends to offer the best value for the money, with an overall improvement in terms of process, design, etc. The show also continues its drastic selection policy, to continue presenting the most exclusive and most qualified offer, and that is true for all regions.

“FASHION IN CHINA” EXHIBITION
The Chinese fashion industry is registering one of the fastest growths currently being seen. It is now undergoing an entire transformation. Creativity is a necessity, and the emergence of Chinese fashion designers is creating a new energy. Discover the work of some creative and cutting-edge Chinese designers through a new exhibition of photographs at the entrance to Hall 2.
PREMIÈRE VISION MANUFACTURING – KNITWEAR [HALL 6]

KNITWEAR SOLUTIONS, the platform dedicated to creative flatbed knits, is now PREMIÈRE VISION MANUFACTURING – KNITWEAR. This season, it presents know-how and developments from 26 international companies, broadly diversified in terms of specialties, products and origins.

An offer adapted to all markets, presenting truly diverse materials (natural, organic, recycled ...) and a wide variety of styles [fancy knitting, jacquards, refined finishings], rounded out by the spinners at Première Vision Yarns (Hall 6) and the knit studios, which are also found at Première Vision Designs (Hall 5). Colours, selections of yarns, new ideas ... The creative flatbed knit and spinning developments also have their own inspiring fashion forum, the Yarns & Knitwear Selection, which features exclusive pieces and creative stitch points.

PREMIÈRE VISION MANUFACTURING – LEATHER [HALL 3]

Launched in September 2018, the universe dedicated to fabricating leather garments, leather goods and footwear, LEATHER MANUFACTURING, is now PREMIÈRE VISION MANUFACTURING – LEATHER.

Situated in the heart of the Première Vision Leather show, this space brings together a selection of 27 international manufacturers ranging from upstream to downstream, all developing a global and transversal offer that is an invaluable asset to buyers. These top-level professionals present solutions in terms of manufacturing techniques and know-hows that are highly sought after by fashion brands, who come here to meet reliable and creative partners to help them develop their accessories collections [shoes, bags] and leather ready-to-wear. This offer complements the offer from tanners and the makers of technical components at Première Vision Leather and Première Vision Accessories.

To showcase the offer, a product index illustrates the various know-hows proposed by these specialists in leather fashion manufacturing.
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