FEBRUARY 2018: A NEW ORGANISATION OF THE FASHION INFORMATION AT PREMIÈRE VISION PARIS

Première Vision’s fashion information is part of its DNA. Lauded by industry players, it offers seasonal inspirations and colour and material directions unique in their genre. The show’s fashion information remains unmatched in the field of trade shows, thanks not only to its depth and relevance, but also to how it is communicated.

Through its specifically developed digital media, informational forums, fashion seminars and more, Première Vision strives to shed light on the season’s overall inspirations, those common to all six activity sectors making up Première Vision Paris, while maintaining an emphasis on their fashion know-hows and concrete and inspiring specificities.

This coming February, for spring summer 19, Première Vision is reorganising its fashion information with redesigned tools, for a better readability of the season:

- A new organisation and layout of the fashion spaces, through 10 inspiring forums
- A new single colour range shared by all Première Vision Paris activity sectors
- A website envisioned as an evolving source of information
- Adapted fashion seminars
- An inspirational film made in collaboration with Berlin artist Nadine Goepfert.
In order to present relevant, high-quality fashion information and seasonal directions in line with industry realities and tailored to the multiplicity of international markets, Première Vision has an expert internal fashion team that works each season to elaborate fashion directions and inspirations that are effectively diverse and different as well as complementary.

This team, which stays in constant touch with Première Vision show exhibitors, who number among the most influential companies in fashion, is an important observation post onto the most creative and innovative side of the industry. To give an idea, some 20,000 fabrics pass through the hands of this fashion team each season.

International buyers’ surveys, on-going analysis and brainstorming meetings with an international panel of influential industry professionals (industrialists, brands, fashion personalities, etc.) round out the work done by the in-house fashion experts.

What emerges from these many discussions about colour and fabric trends is then translated into directions and inspirations developed and showcased via films, documents and digital tools, as well as in dedicated areas at the shows.
A NEW ORGANISATION OF THE FASHION FORUMS

Essential tools for brands and buyers looking for inspiration and the latest products offered by the Première Vision Paris exhibitors, **10 new forums will now present the seasonal orientations through clearer, more concise, inspiring and illuminating fashion information.**

A TRANSVERSAL SEASON forum: S/S 19 PV PERSPECTIVES

To provide strong and transversal season directions, general orientations for all activity sectors, and more succinctly and effectively communicate the key takeaways in terms of colours, handles and behaviours, the new **S/S19 PV PERSPECTIVES** forum will present Première Vision Paris’s seasonal stand-outs.

This fashion area will spotlight the cutting-edge trends, illustrated for the first time at Première Vision Paris with a focused selection of fabrics, leathers and accessories, and the key highlights for each activity sector. It will comprise the heart of the fashion season.

### S/S 19 PV PERSPECTIVES will be located in the heart of Hall 5

7 FORUMS ORGANISED BY ACTIVITY SECTOR

Fashion information spaces elaborated thanks to products selected by the Première Vision fashion team from the exhibitors’ creative and innovative collections.

Each activity sector will have its own space named **SELECTION**:  

- **LEATHER SELECTION** for leather and fur trends, with a **BAG & SHOE ELEMENTS** area dedicated to footwear and leather goods inspirations (Hall 3) and a special film dedicated to the season.

- **ACCESSORIES SELECTION** will present a selection of products - components and accessories - for ready-to-wear and leather goods (Hall 4).

- **DESIGNS SELECTION** with the season’s key patterns and directions (Hall 5).

- **YARNS & KNITWEAR SELECTION** will present yarns, stitch developments, and flatbed knit garments (Hall 6).

- **MANUFACTURING SELECTION** will illustrate style standouts by presenting selected know-hows of the show’s fashion manufacturers. (Hall 6).
2 FORUMS ORGANISED BY MARKET DESTINATION

- **TECH FOCUS** in Première Vision Fabrics (Hall 6) is a transversal fabrics and accessories area dedicated to the sports, performance and functional-wear sector.

- **JEWEL FOCUS** in Première Vision Accessories (Hall 4) will present a selection of components for the fashion jewellery market.

- **FABRICS SELECTION – ESSENTIALS** will present a selection of fabrics indispensable to creating collections. An informative presentation, organised by use, for fluid and/or structured garment items: woolens as well as silky products, jeanswear and cottony products. This forum will present the season’s fashion essentials for all silhouettes, whether sharply cut, relaxed, ultra-fluid or tailored. (Hall 6).

- **FABRICS SELECTION – FANCIES** presents the season’s decoration highlights, regardless of technique (prints, jacquards, lace, embroidery etc.) (Hall 5)
A SINGLE RANGE SHARED BY ALL PREMIÈRE VISION PARIS ACTIVITY SECTORS

The seasonal colour range - the show’s most iconic fashion tool - is also evolving this season. For the first time it is a transversal range, shared by all the different activity sectors represented at Première Vision Paris.

Elaborated during collaborative meetings between the Première Vision fashion team and its international partners, the range proposes a colour offer for all international fashion markets, for every silhouette, with the season’s key information for all activity sectors: ready-to-wear, accessories, leather goods, shoes and fashion jewellery components. A valuable, technical and inspirational tool.

Concretely, the spring-summer 19 colour range includes:

- **A colour-range/poster with the 26 colours of the season**, for a clear and graphic overview.

- **A colour-card to cut out**, an indispensable tool for working colour in patterns and silhouettes, and to validate the conformity of dye launches.

- **An overall, transversal inspiration booklet with the major fashion directions, the spirit of the season, the driving ideas, a selection of harmonies by market** - women’s, men’s, casualwear, sports, leathergoods, shoes - and inspiration for materials, with, for the first time materials to touch - fabrics, leathers, accessories...

- **A booklet dedicated to specific highlights for each activity sector** and silhouette spotlights and standouts.

A USB key with:

- **A digital colour range (.ase file)** ready to import into any of the main design software programs (Photoshop, Illustrator, etc.).

- **A digital colour range (.qtx file)** with the universal LAB values to create industrial dyes and prints.

- **The booklet of the season** in PDF format.

- **The season's colour atmospheres** with colour harmonies proposed for each market.
In parallel to the actual fashion spaces, and the materials and colour directions proposed regularly at the shows and in the colour range, on-line communications are now strengthened and continual, to hone and bring to life fashion inspiration throughout the season.

The information communicated on the Première Vision Paris website (www.premierevision.com) relays all the information generated by the observations and analyses of the Première Vision fashion team in close collaboration with its expert partners. This information is continually updated, and follows a very precise calendar closely linked to the season.

This digital approach responds to a changing fashion market in constant search of fresh, regular and relevant information. The instantaneity of the web makes it possible to convey updated fashion information in real time.

Our on-line information starts well before the show dates, and continues after the events. It is a forward-looking source of inspiration and international trends that expands over the course of the season as exhibitors’ developments and market behaviours are analysed by the fashion teams at the show.

In the heart of the season, product galleries on the website illustrate the latest market analysis. At the close of the season, updating trends - corresponding to fabric collections launched in the market in mid-season - are also being analysed based on surveys of international buyers. Players in the world of short fashion cycles will find their own fashion information there.
The fashion seminars highlight decodings of the exceptional offer at Première Vision Paris with an incisive analysis of colours and materials.

These Trend Tastings seminars are exclusively produced by the fashion team and are derived from international influences and analysis, as well as from the show’s offer. Thus they provide both concrete information and optimise visits to the show.

**SEASON TREND TASTING SPRING SUMMER 19**

An essential tool to fully decode what’s indispensable for spring summer 19:
- the season’s influences, the major transversal currents, and synergies between colours, fabrics, designs, leathers and components,
- colour, clothing and accessories essentials,
- the season’s major fashion directions, illustrated by product photos and videos with their references.

**DENIM PREMIÈRE VISION SEMINAR**

Explore the denim directions for spring summer 19 and catch up on the latest information about the next edition of Denim Première Vision (23 and 24 May at Parc Floral de Paris).

Seminars presented by the Denim Première Vision team.

**LEATHER FASHION BREAKFAST**

This seminar presents the trend concept for spring summer 19, with the season’s key leather and fur colours, products and materials, for the leathergoods and footwear markets. It also presents a special focus on the very latest news spotted and gathered from the show’s exhibitors.

Seminar in French/English, presented by Claude Vuillermet, Show Fashion Director.

**COLOR & FABRICS TREND TASTINGS**

An essential tool to help choose the right colours for collections and fully decode the colour range and the indispensable fabrics for Spring Summer 19:
- the season’s colour range and major colour atmospheres with harmonies for each market,
- illustrated fashion stories: images to inspire, photos of fabrics and the most emblematic patterns of the season, with the names of exhibitors and their stand locations,
- key silhouettes pointing to the right fashion looks for menswear, womenswear, casualwear and sports.

The TREND TASTINGS fashion seminars are presented by the Première Vision fashion team and are in French/English.

Please note: seating is limited. Please register in advance at the Press Club.

**DENIM PREMIÈRE VISION**

Explore the denim directions for spring summer 19 and catch up on the latest information about the next edition of Denim Première Vision (23 and 24 May at Parc Floral de Paris).

Seminars presented by the Denim Première Vision team.

**COLOR & FABRICS TREND TASTINGS**

An essential tool to help choose the right colours for collections and fully decode the colour range and the indispensable fabrics for Spring Summer 19:
- the season’s colour range and major colour atmospheres with harmonies for each market,
- illustrated fashion stories: images to inspire, photos of fabrics and the most emblematic patterns of the season, with the names of exhibitors and their stand locations,
- key silhouettes pointing to the right fashion looks for menswear, womenswear, casualwear and sports.

The TREND TASTINGS fashion seminars are presented by the Première Vision fashion team and are in French/English.

Please note: seating is limited. Please register in advance at the Press Club.
AN INSPIRING FILM FOR ALL SECTORS, BY ARTIST NADINE GOEPFERT

At the heart of the PERSPECTIVES Forum, an inspiring film rounds out the show’s fashion information with an approach all in images and sounds, produced each season by a creative partner.

The season’s film for spring summer 19 was conceived and produced by Berlin designer Nadine Goepfert, who takes over from the artist JPPM, with whom Première Vision had collaborated for the film last September.

SPRING SUMMER 19 DELICATELY OPENS THE WAY TO NEW HORIZONS

The urge for exploration spurs poetic and technological flowering. A contagious optimism blossoms and encourages forthright and caring initiatives, to do it well, to do it together, to make sense, to create beauty.

An eco-awareness calls for taking care, for taking time, for finding the right directions and the right balance. Developments are fed by fertile experimentation, bringing forth hybrid natures, at once amusing and functional.

Materials are eloquent, telling tales of tactile delights, of visual dazzle and rustling colours. The season, filled with soft energy, brings out captivating and charming new aesthetics for designing a more fluid and friendlier world.

FIND COMPLETE FASHION INFORMATION, SEASONAL ORIENTATIONS AND SPRING SUMMER 19 NEWS IN THE FASHION SECTION OF THE WEBSITE:

www.premierevision.com/en/fashion

CONTACT

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

Communication Director
Claudie Le Souder
c.lesouder@premierevision.com

2e BUREAU
Marie-Laure Girardon
T. +33(0)1 42 33 93 18
m.girardon@2e-bureau.com