THE SEASON’S FASHION INFORMATION

was given concrete expression at the Première Vision Paris show last 12-14 February. Eleven transversal or specific fashion areas, a colour range and harmonies organised by markets, a selection of products for each activity sector, fashion seminars, a film and written and multimedia materials all contributed to providing markets the best of the outlook for spring summer 20.
THE SEASON

A full, grand, different, strong and enthusiastic season. A season committed to a joyful eco-responsibility, imposing fantasy, high-impact colour, gripping handles and an ease at once offbeat and sexy, elegant and sometimes disconcerting.

El Camino Abierto, 2018 © Anouk Kruithof
COLOUR HIGHLIGHTS
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The Première Vision colour range was highly acclaimed, and gives high priority to vivacity and warm colourways.

The impact of red, the luminosity of tones ranging all the way to neons, an overflowing saturation, the sophistication of mid-tones and a revelatory white dynamically heighten the proposed harmonies: joyful and dissonant multicolours, impeccable plains engorged with pigment, vibrant ombré tones, powdery rainbows and grating superimpositions.
PRODUCT HIGHLIGHTS

- Punchy eco fashion
- Invigorating agility
- Beneficial lightness
- Joyful impact
PUNCHY ECO FASHION

Ever more mindful of its responsibilities, is moving towards eco-friendly fashion. The old cult of secrecy is out, and transparency and traceability are now fundamental ingredients defining a product’s added-value and quality. Style is in no way compromised by the new considerations, but instead draws on these new givens to truly embrace looks that are strong, committed, colourful and happy. An ecological approach, for responsible consumption founded in colour, enjoyment and a light-minded spirit.
INVIGORATING AGILITY

Subtly and energetically enhancing, promoting, accompanying or triggering motion.
Lively handles, fluidity, fleshy suppleness, sheathing and protective stretch, moving shine and fleeting lights.
MEKKITESS (IT)
LIVELY HANDLES
MION (IT)

LAMPA (IT)

COLOURFUL DRIFTS
Enveloping in air and filters, veiling in superimposed layers, and revealing with new approaches to fullness. Tracing-paper layers, opaque fineness, artificial skins, ripplings and shiverings.
CONCORDIA TEXTILES (BE)
UNI TEXTILE (JP)
SHIVERING

IDEAS BY GLAROTEX (CH)
SHIVERING

GIARDI TESSILE (IT)
Nonconformity affirmed with a joyful determination and panache.
Ultra-colours, feisty plains, full patterns, augmented naturals, a punchy eco-friendliness.
ARTIFICIAL LIGHT

BY MICHELANGELO (IT)

LAMPA (IT)

PASSAMANERIA FRASSINETTI (IT)
FANCYROSES
BY RODIOLSSO (IT)
ARTESA (ES)

SAB WEIXING GROUP (CN)
AUGMENTED NATURALS

FOX BROTHERS (GB)
Augmented Naturals

Texmoda Tessuti (IT)
Products to find in our fashion stories to pursue in 3 directions:

**CONTEMPORARY ELEGANCE**
where fluidity lightness and colours invite a new fullness

**DYNAMIC EVERYDAY**
where sport and fashions find new alliances both aesthetic and functional

**RELAXED AND RADIANT**
where refinement moves into essentiels, joyously sophisticating casual wear.

© Cecilia Carlstedt
THE PREMIÈRE VISION FASHION INFORMATION


Each season is built on product information and a range of general and transversal colours, as well as information specifically targeting Première Vision’s activity sectors: yarns, fabrics, leathers, textile designs, flatbed knits and fashion manufacturing.

Regular summaries are posted on our website, social networks, and the Première Vision Marketplace. They allow us to give designers and buyers the detailed and farsighted information necessary to the development and success of their collections.
As of early March:
- discover the Best analysis for spring summer 20,
- derived from surveys conducted daily at the Première Vision Paris show.