The Première Vision Paris show was held at Parc des Expositions Paris Nord Villepinte on the 19, 20 and 21 September 2017.

Première Vision considers the principles of sustainability and circular fashion to be at the heart of the challenges and objectives of the Fashion Industry.

Through its Smart Creation platform for research and communication, launched in September 2015, Première Vision’s aim is to showcase the environmentally-responsible approaches of its exhibitors and promote a new generation of values that combine creativity, innovation and sustainability. The idea behind this platform was to create new prospects and new competitive advantages that could be used by the entire creative fashion industry, as well as offering real business development opportunities.

A year ago, Première Vision Paris brought Smart Creation Première Vision to life for the first time in its shows with a dedicated area entitled the “Smart Square”. A place for information and discussions, the Smart Square was an educational, visionary and multimedia space where exhibitors, designers, buyers and fashion brands could experiment with and visualise the values and the progress made in terms of responsibility with the creative fashion sector, as well as the challenges linked to the new requirements of a consumer who is increasingly aware that their consumption should be better and “smart”.

This year, the Première Vision teams adapted these themes by offering an area for exhibition and reflection, structured into five zones: Smart Library, Smart Wardrobe, Smart Services, Smart Facts and Smart Talks.

The idea behind this area was to illustrate and explain the values of the concept and help visitors to better understand the Smart Facts of exhibitors, their strategic environmental and social commitments, whilst at the same time seeing how to actually use the products.
THE SMART SQUARE
IN REVIEW

The **Smart Square** was very popular with all visitors, who want to see it become even larger and more explicit in future editions. The topics that were covered all inspired them with confidence in the future by focusing on the business opportunities.

The **Smart Library** allowed fashion professionals to gain awareness of the concrete undertakings of companies and suppliers in terms of the environment: it is important for brands and young designers who would like to focus on the circular economy and fashion, however sustainable it may be, to be able to choose its suppliers in the early stages of product development. Suppliers’ transparency about their commitment to these issues, in collaboration with the Première Vision teams, is a great step forward in the transformation of the economy and behaviours in the fashion industry. We are seeing a genuine new awareness from all those involved. The concepts of “trust” and “humanity” were also very present during the discussions and debates over the three days of the show.

As for the **Smart Wardrobe** area, this allowed visitors to truly appreciate the extent to which a combination of Fashion and Sustainability could produce aesthetic, high quality items. By showcasing finished products, the projects with which companies are engaged gain even more credibility.
SMART TALKS: 
THE CIRCULAR ECONOMY IN QUESTION REPORT

Near the Smart Square Services and Smart Library area was a space dedicated to debates and discussions between speakers, experts in sustainable fashion, visitors and exhibitors: The Smart Talks.

For this latest edition, the Circular Economy was the central feature of a vast discussion.
What is the circular economy? What are its challenges and its objectives? What role does technological innovation play in it? How can the circular economy play a role in leveraging new business models? These are some of the important questions that everyone, speakers and spectators, tried to answer.

The Première Vision teams brought together speakers, experts and players from the creative fashion industry to discuss a more sustainable fashion.

Produce, use, discard: This linear model is no longer sustainable in a context of diminishing natural resources. To rise to the environmental challenge, the fashion industry needs to revise how it operates. The circular economy offers the industry an opportunity to continuously re-use materials, and thus reduce its ecological footprint. A strategy which involves completely rethinking supply chains, production techniques and also the very conception of the products. A real opportunity for the fashion industry to develop a new business.

Smart Talks moderated by Giusy Bentoni, President of CLASS and consultant for Première Vision on innovation and sustainable development for textiles, fashion and design.
SMART TALK 1  
TUESDAY 19 SEPTEMBER

THE CIRCULAR ECONOMY: WHAT IS IT? OBJECTIVES AND CHALLENGES FOR THE FASHION SECTOR.

Sven Hermann (Ellen MacArthur Foundation)  
Chris Grantham (IDEO)  
Andreas Röhrich (Wolford AG)

Sven Hermann of the Ellen MacArthur Foundation, created to promote the circular economy, firstly offered a schematic explanation: the circular economy is an economic concept within the context of sustainable development, inspired by industrial ecology, where the waste from one industry is recycled as the raw material for another industry or for itself. This economy works in a loop, based on a “Take-Make-Dispose” model. It is a restorative industrial economy where the flows of materials are of two clearly distinct types: biological nutrients that can safely re-enter the biosphere, and technical inputs, designed for being recycled while maintaining a high standard of quality without entering the biosphere. In short, a restorative and regenerative cycle that offers a large number of financial opportunities.

According to Sven, the transition towards a new Circular Economy needs to be speeded up and there are a number of ways to achieve this:

- Business and government: catalysts for circular activities in the global economy;
- Ideas and analysis: promote the solid proofs of the benefits of the circular economy;
- Systemic initiatives: transform the flow of key materials to help the circular economy to grow on the global scale;
- Education: encourage stakeholders in the fashion industry to redesign the future within the context of the circular economy;

- Communication: engage the public worldwide around the circular economy.
The representative of the Ellen MacArthur Foundation presented his project for a circular economy in textiles using clothes, as a new mission, entitled “Circular Fibres Initiative”. This initiative is inspired by the success of the “New Plastic Economy” initiative and underlines the growing importance of a collaborative mentality. This collaboration must, in effect, enable the creation of new values and opportunities. The objective for the Foundation would be to analyse how textiles circulate, in order to develop new behaviours and new ways of consuming fashion.

Chris Grantham, Circular Economy Portfolio Director at IDEO, supported this idea of a circular economy with his guide to circular design, which presents a number of innovative solutions and design-related initiatives to move towards a circular economy.

Lastly Andreas Roerich, R&D, Product and Textiles Sourcing Director for Wolford, shared his procurement experience, which led his company to become a catalyst for the changes needed in the apparel industry. Andreas presented the “cradle to cradle” concept applied to the lingerie and hosiery sector. This is partly a question of eco-design but also a concept of environmental ethics which integrates at all levels, from the design, production and reuse of a product, an environmental standard that is based on the concept of “zero pollution and 100% recycled.”

Once it has been recycled, an item should be able to produce the same item again, with just the addition of a renewable energy in the cycle. At Wolford, the teams decided to re-design their products by thinking of them in terms of composting. Thanks to this new approach to production, they created the C2C tights and the C2C lingerie collection, finished products created within the circular economy and presented on the Smart Wardrobe area of the Smart Square.
SMART TALK 2
WEDNESDAY 20 SEPTEMBER

THE CIRCULAR ECONOMY: A DRIVER OF INNOVATION
FOR A NEW APPROACH TO THE FASHION SECTOR

Craig Arend (Blogueur)
Orianne Chenain (Fashion Tech Lab)
Cyrill Gutsch (Parley for the Oceans)

An award-winning designer, Cyrill Gutsch is also a developer of brands and products. He gave details of a new method he is spearheading, called Cross Intelligence, which generates a collaborative culture. In his opinion, if the circular economy is to achieve its full potential and create new opportunities, it must firstly encourage the collaboration between creators, thinkers, designers and leaders of opinion. Hence the foundation ‘Parley for the Oceans’. The organisation sees itself as a collaboration network between a number of players, whose primary duty is to raise awareness about the beauty and the fragility of the oceans, to prepare and implement strategies that can put an end to the destruction of this environment.

According to Cyrill, behind any environmental question there is an artificial economic system and those in charge are the managers of the creative industries: “We have to create a more lucrative system and protect the oceans rather than destroying them.”

This transformation should involve cross-sector intelligence, creative collaborations and eco-innovation.

According to him, we have 10 years to avoid the worst-case scenario: the death of the oceans.

Cyrill outlined his positive vision: “All problems are also opportunities”. Our oceans are currently overwhelmed with plastic waste. In the short term, we need to stop using new plastic materials, and in the long term we need to reformulate plastic and recycle it.

“All our second winds come from the ocean”. This is the thought process behind the solution “Parley AIR Strategy, whose objective is to reduce the use of plastic materials, gather plastic waste using a variety of methods, invent new materials, create new products and redefine their use – in other words create the new supply chain of the circular economy. The trainers developed by Adidas containing Parley Ocean Plastic is the best example.

According to Craig Arend, technological visions have to be transformed into reality and into a way of life. He was the first digital influencer to take charge of the Instagram account @nytimesfashion for fashion month. His virtual reality film, dedicated to fashion week, entitled “Mirror to the Soul” has received awards. He believes that the Wall Street companies developing VR and AR are in the process of becoming self-sustainable industries. Virtual Reality means that people feel as though they are really present in the environment they are observing. Through a number of case studies, Craig has shown that people buy more thanks to VR. The key word in his reflection is Immersion: consumers who are the most immersed are the most committed, and this commitment creates experiences that are greatly appreciated by millennials. It is a fact, consumers are distracted by a multitude of media sources, devices and social networks. Virtual reality allows them to focus, creating a form of
possession and generating emotional experiences. VR replaces passive observation with active engagement. These days, everything is concentrated in a single device: the mobile phone. If a brand is to succeed today, it has to adopt a veritable digital transmission and immerse its community in the virtual reality of its brand universe.

Lastly, Orianne Chenain, Strategy Director, presented the Fashion Tech Lab movement, founded by Miroslava Duma. This is a disruptive and hybrid movement that combines Fashion & Technology. The Fashion Tech Lab is an accelerator and an experimental laboratory that commercialises sustainable technologies and innovations to transform the Fashion Industry, which must imperatively evolve and demonstrate its commitment to the planet. “The Fashion Industry is the second largest polluter in the world”. She believes that brands and companies must find the best sustainable technologies, adapted to their objectives and invest in them as an investment in the future. To sell a sustainable product, companies must not only choose the right moment and the right opportunity but also the most suitable communication. The challenge today is to succeed in bringing together sustainable fashion companies and luxury brands, to multiply resources and allow more opportunities to develop.
SMART TALK 3  
THURSDAY 21 SEPTEMBER

WHAT ARE THE NEW BUSINESS MODELS SUPPORTING THE CIRCULAR ECONOMY?

Chiaretto Calo (Imprima SPA)  
Piaa Lehtinen (Design District Helsinki)  
Hannes Parth (Frumat)

According to Chiaretto, the concept of sustainability must form part of the DNA of the brand and its economic model, or consolidate it. The challenge is to succeed in creating a product with a sustainable vision, using the available technology. It is impossible to change what already exists. “We can only improve on existing products, but we cannot change them”. We must be visionary and rethink products to contribute to the development of circular fashion. “We mustn’t just talk about it, we have to do it and act!”.

Thus, Imprima SPA developed its economic model by focusing its objectives on the concept of durability: financial, industrial, social and environmental.

Hannes Parth, from Frumat, thinks that the major challenge of tomorrow will be to successfully industrialise sustainable processes within companies. This will notably require the creation of new materials to reduce the impact on the environment. In his opinion, the key to success is once again the collaboration between companies in all sectors. Thanks to the industrialisation and commercialisation of raw materials, he developed the Applepaper and Appleskin products, made using the residues from apple production and processed using patented technology. His company focused on research and development before embarking on a new stage once the product had been finished: communication.

The last speaker was Piaa Lehtinen, President of the Board of Directors of “Design District Helsinki”, head of sponsorship at the Helsinki Design Museum and founder of the Design Club Business Community. Piaa is interested in the way in which new materials, technologies and sustainability shape companies and influence fashion and design. Ecological fashion and sustainability are the core values of the Design District Helsinki. Awarded City of Design status by UNESCO, Helsinki is deeply committed to the circular economy. Indeed, its goal is to become the most functional city in the world by 2020. “One Hel of an impact” is not just a slogan but an attitude. The economic model of the Helsinki Design District is built around four major pillars: respecting clothing by using it for longer, which means creating timeless garments; finding recycling solutions; using new and more ecological materials such as ioncell – its sustainable production process uses just 3% of the water used in cotton production; and lastly using fashion as a service, by creating a collaborative economy around clothing (exchange, resale, loans, etc.). A great example that should be duplicated in all European countries.
THE MASTERCLASSES WITH SPECIAL GUESTS

In addition to these three major conferences, a series of masterclasses were held with experts in the sustainable fashion industry.

PRESENTATION OF BLUESIGN
The Future of Fashion – Learning from the Outdoor industry

By Jill Dumain, CEO Bluesign Technologies ag, previously sustainability director for the outdoor label Patagonia.

Bluesign is a solution for sustainable textile production. It eliminates harmful substances right from the beginning of the production process and monitors the entire process to ensure it is respectful to the environment.

To explain this in more detail, Jill described the case of Patagonia. Created in 2013 with the slogan “If it’s broke, fix it!”, Patagonia stands as one of the pioneers in the field of the circular economy. Its credo: ensure that its technical sports clothing lasts as long as possible. To do this, it offers to renew all the damaged parts of a consumer’s garment for a very small fee: in this way it has repaired an average of 45,000 garments per year. When the garment is too worn to be repaired, it can be sent back to the Patagonia factory where it is recycled into new fibres or a new product. In 2017, the brand launched an e-commerce platform to sell second hand clothing and materials.

PRESENTATION OF THE BOOK BY MARCO RICCHIETTI
Eco materials in the Circular Economy

Fashion is undergoing a paradigm change that is transforming its industrial models. Its values, which include beauty, creativity, elegance and originality, have long been considered as the antithesis to the concepts of sustainability and environmental protection. Today, sustainability and the circular economy have shown that they are also distinctive characteristics of a brand’s identity. Materials are reworked and new, more innovative alternatives are created. This is because material is still the core product for designers, what they use to express their creativity, which is still the driving force in an ever more complex industry.
PRESENTATION OF EURATEX

Brief for European companies seeking to get the most out of the Circular Economy.

How can we help companies to be more sustainable and circular? The aim of Euratex is to create a more favourable environment within the Fashion Industry. This confederation helps European designers and clothing manufacturers to create a more authentic, sustainable and eco-friendly fashion and ensures that the clothing being created is always accessible to consumers. The Circular Economy starts with the supply of materials, then the product design, its distribution and its use, and then the cycle starts again. Joining the Circular Economy means changing behaviour and adopting simple actions such as “buying local”. A Circular Economy is only possible if we invest in new technologies that enable the transformation.

In short, “we are at the beginning of the story and we have to keep on working at it.”

PRESENTATION OF MADE BY

Made By: Creating the solid basis for a circular fashion industry.

Our Theory of Change

Knowledge paired with transparency enables and leads to commitment - and with that to change.

This is not a linear approach, but a continuous improvement process.

- **Knowledge**: We provide knowledge through our consultancy and our publicly available tools.
- **Transparency**: We provide transparency through our services on supply chain transparency and MODE Tracker.
- **Commitment**: We empower companies and other partners through our strategy consultancy and publicly funded engagement of retailers and brands - all resulting in Change.