REPORT OF THE SHOWS

Press release
In a complex and changing global environment, one where Europe’s economic dynamism seems to indicate a real though still fragile revival, Première Vision Paris registered a very fine performance, continuing the trend noted last February.

The increase in both number of visitors (+7.5%) and exhibitors (+3%) attests to the attractiveness and strength of Première Vision Paris, and to the effectiveness of its transversal and creative positioning. The results confirm the show’s status as a strategic vector of differentiation and growth for the industry, as evidenced by the results of the Première Vision Barometer, prepared by the IFM Première Vision Chair, which were unveiled at the show’s press conference.

“We had a strong edition, surpassing 60,000 visitors. The launch of the Bag & Shoe Manufacturing platform at Première Vision Leather had a good first edition. Overall, feedback from our exhibitors emphasised quality. Our targeted conferences, cross-sectoral events and specialized spaces have helped make the boundaries between sectors more porous. Industry players meet and exchange ideas, and that gives birth to new collaborations. Our community intersects, and connects. And that’s where we play our role,” said Gilles Lasbordes, General Manager of Première Vision.
During three days of brisk business, there was a buzz of activity at all 6 shows, driven in particular by:

**A HIGH-QUALITY OFFER UP BY 3%: 1,954 EXHIBITORS VS. 1,898 IN SEPT. 16:**

- Strengthened manufacturing sourcing tools, with the integration into the show of The Sourcing Connection, whose offer complements that of Première Vision Manufacturing. This means that the show now covers all of the world’s supply zones.

- Launch of the Bag & Shoe Manufacturing area for specialised makers of footwear and leather goods, who found their particular audience.

- The launch of the 1st Country Focus, dedicated to Tunisia, providing an opportunity to demonstrate the vitality of the Tunisian textile industry, thanks to the exhibition from “The National Collection,” featuring a fashion sport tech collection created for the exhibit by Braïm Kleï, and in-house brands developed by industrialists: Fadhila, Lyoum, Atelier Lital, Javier, Blue Island, Sasio... The joining of the country’s creative force, embodied by Fashion Week Tunisia, and the new Tunisian Federation of Textiles and Clothing (FTTH), supported by the Tunisia Export centre, demonstrated that the sector is positioned to become one of the trade leaders in the Euro-Mediterranean area. His Excellency the Ambassador of Tunisia in France inaugurated the welcome cocktail organized for this, the show’s first Country Focus.

**VISITORS UP BY 7.5% (VS. SEPT. 16), WERE 73% INTERNATIONAL:**

- 60,565 visitors coming from 129 countries

- International attendance rose by 8.5% (vs. Sept 16).

**INSPIRING AND EXCLUSIVE FASHION INFORMATION**
produced by an in-house team and presented via specialised seminars and information forums.

> Find a summary of the autumn winter 18/19 season in the annex.

**AN EVENT, AN EXPERIENCE, A COMMITMENT:**
more than just a platform for business, the show is an exclusive place to think about the future, network and come together for all industry professionals, thanks to a program full of news and innovations (see below).

This last edition was also an opportunity for Première Vision to announce certain strategic developments.

These include, in particular, the launch in 2018 of a new, exclusive Première Vision marketplace for upstream trade shows specialising in the creative fashion sector.

> Find the press release concerning the Première Vision marketplace in the annex.
This September edition saw the growing success of the new format of the Smart Square dedicated to responsible fashion, whose conferences registered a record attendance.

> Report found in appendix.

Also worth noting is the marked vitality of the leather sector, as seen in the very fine performances of the Bag & Shoe Manufacturing area and the series of round-table conferences, which provided insight to fashion and accessories brands developing their footwear and leather-goods collections …

A very well received conference on fashion tech, presented as part of the Wearable Lab program.

> See the report in the annex.

A SHOWCASE OF CREATIVITY - NOW AND IN THE FUTURE:

/ The 9th PV Awards, presided over by John Malkovich, which, in addition to the 6 awards traditionally given out, this season championed creative responsible fashion with two new awards: the FASHION SMART CREATION PRIZES - fabrics and leathers.

> Results found in the annex.

/ An exhibition dedicated to Vanessa Schindler, winner of the Grand Jury Prize Première Vision at the Hyères Fashion Festival

/ The Texprint® competition.

> Find results on the website: www.texprint.org.uk

. A SHOWCASE OF TEXTILE CREATIVITY: the launch of the Maison Designs at Première Vision Designs to discover the multiple facets of textile designs.

. The special Jewel Fab Lab event at Première Vision Accessories - a workshop and conference dedicated to 3D jewels.

. Events and happenings: the Cake Toyz exhibit, the Synapson concert…

As a thought-leader and catalyst for the sector, Première Vision Paris has put in place initiatives to stimulate, inspire and inform the creative fashion industry.
This unique visitorship is unmatched by any other upstream trade fair, and characterized above all by its high quality, and diversity, in terms of:

- **markets:** ready-to-wear, fashion jewellery and, at this edition, a strengthened presence from the leather-goods and footwear industry, thanks to the success of the new Bag & Shoe Manufacturing space.

- **profile:** international groups, small and mid-sized companies, freelance designers...

- **positioning:** luxury houses, medium and high-end fashion and accessories brands, major retail brands, pure players in digital fields...

*In terms of origin, the top 10 visitor countries are seeing some changes compared to the September 2016 edition.*

Top visitor countries remain unchanged: France (+5%), Italy (+3%), United Kingdom (+4.7%), Spain (+4.8%). These are followed by China, in 5th position, then Turkey, which jumps ahead two places, passing Germany, whose visitor numbers remain nonetheless stable after two somewhat more challenging sessions, and the United States, which posted a 4.8% increase in terms of attendance.

Japan moves up a place and is now the 9th visitor country, with a 7% increase in visitors, moving ahead of Belgium.

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<tr>
<th>Country</th>
<th>Visitors</th>
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<td>Belgium</td>
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NEXT 13, 14 & 15 FEBRUARY 2018
TO DISCOVER THE SPRING SUMMER 2019 COLLECTIONS

See the photos from the September 2017 edition, which can be downloaded from the photos and videos section of the Press Area on our website

www.premierevision.com

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