Over 56,000 visitors came to seek inspiration and innovation at the September 2019 edition of Première Vision Paris

The September 2019 edition of Première Vision Paris, the leading professional show for the creative fashion industry, was held from 17 to 19 September in Paris Nord Villepinte. The event, dedicated to the autumn-winter 2020-21 collections, welcomed 56,154 visitors from across the globe:

- **2,056 exhibitors**, including **230 newcomers**, were on hand to reveal their latest innovations. This edition’s offer focused on key industry priorities: eco-responsible fashion, the digitalization of the sector, the ever-strengthening link between the worlds of sport and fashion, and support for innovation and young creative talent.

- **1,200m² dedicated to eco-responsible fashion in the Smart Creation Area**. 50 handpicked exhibitors (including 30 new ones) introduced their latest innovations - from sourcing raw materials to industrial processes - for more sustainable, eco-designed and ethical fashions.

- A **sports and tech universe** bringing together the largest suppliers of innovative materials and textiles for the worlds of sportswear and performance. This year’s theme: protection and insulation from the elements through clothing.

- A special showcase of the leather sector including a 60m² space - PV Manufacturing Leather - created in collaboration with Les Compagnons du Devoir, to shine a light on the technical know-how of 38 companies in terms of the construction of leather bags, shoes and clothing.

- A Première Vision Designs space at the forefront of creativity, with 248 exhibitors - creative studios, independent designers - including 28 newcomers and the 24 finalists of the TexSelect® British textile design competition. Now taken over by Première Vision, as of its next edition in September 2020 TexSelect® will be integrated into the PV Awards and rebaptised the «PV Awards NextGen».

- **The 11th edition of the PV Awards** was chaired by Dutch artist and designer Bart Hess. To discover the winners of the most outstanding, inventive and innovative fabric creations and leathers, go to the NEWSROOM section on the Première Vision website.

- **278 fashion manufacturers** from 5 continents were at the show to offer an increasingly diversified and transversal manufacturing-sourcing offer, representing the full gamut of manufacturing know-hows needed by fashion and accessory brands, as part of a strengthened PV Manufacturing platform.
The conference programme: a resounding success

This autumn edition highlighted the interest and trust that visitors have in the foresight the show provides regarding the industry’s challenges. A study and suggested solutions were proposed to complement the exclusive fashion information produced each season by the Première Vision Fashion team, designed to inspire buyers and guide them in the process of creating their new collections.

Packed crowds attended this edition’s conferences:

• The Innovation Talks Area in Hall 3 hosted conferences on key issues for the future of the industry. These were very well attended, in particular the presentation of the results of the new study carried out as part of the IFM x Première Vision Chair on «Consumer Trends in Eco-Responsible Fashion», which canvassed 5,000 consumers in France, Italy, Germany and the United States to pinpoint their expectations and priorities in terms of sustainable fashion. For a summary report of the study, go to the NEWSROOM section of the Première Vision website.

• The Fashion Talks Area in Hall 6 was the venue for exclusive fashion seminars prepared and presented by the Première Vision fashion team to help decode the Autumn-Winter 20/21 season. Attendance at these conferences increased by 14%, demonstrating a real interest in their content. To read a summary of the fashion information presented at this edition, go to the NEWSROOM section of the Première Vision website.

The Première Vision Marketplace marks a successful first birthday

This edition was also the occasion to blow out the first candle for the Première Vision Marketplace, launched at the September 2018 edition. This B2B community space provides a platform for visitors to go online to pursue business relationships initiated at the show. One year after its launch, the results have been positive: 65,000 unique visitors, 800,000 page-views, 7,500 products presented online, 3,500 products ordered.

At the same time, the Première Vision Marketplace continues to grow:

• The Accessories offer is now available on the platform, with 328 companies joining since September.
• The yarns and fibres from Première Vision Yarns will debut on the platform in February 2020.
• A new feature comprising a 'Stock Service' for permanent & outlets products will be implemented in 2020 following strong demand from buyers.
A benchmark event that brings together visitors from all over the world

56,154 creative-fashion professionals, 74% of them international, attended Première Vision Paris at this edition. Attendance was down slightly, by 1.89%, over the year ago show (which welcomed 57,234 visitors, according to the new OJS calculation standards with which Première Vision has opted to comply with as of this edition).

The decrease was attributable to several factors: a challenging economic climate, marked by concerns about Brexit, a continued decline in fashion consumption, and a crowded calendar bracketing the show, which was held between the London and Milan Fashion Weeks. Nevertheless, Première Vision Paris remains a tremendous draw for the major international fashion players, with visitors to the event coming from 136 countries.

- Visitors to Première Vision Paris came once again mainly from European countries (73%). France leads the pack with 30% of visitors, a slight decline. Italy, in second place, remained stable at 8% of attendance, and was followed by the United Kingdom, which fell sharply due to Brexit. These countries are followed by Spain (5% of visitors), Germany (4% of visitors) and Belgium. The Northern European countries, references in terms of creativity, were also in attendance, led by Sweden and Denmark.

- A growing number of Asian visitors, now accounting for nearly 12% of the attendance at this edition. The top three remain the same as for the September 2018 edition: China in first place with 5% of attendance, followed by Japan and South Korea.

- North America saw a significant increase compared to the September 2018 edition, and accounted for more than 5% of visitors.

- In 8th place among visiting countries, Turkey registered an increase in its attendance and accounted for 3% of visitors.
Upcoming Première Vision events around the world

Denim Première Vision – London
3 & 4 December 2019

Blossom Première Vision – Paris
11 & 12 December 2019

Première Vision Paris
11-13 February 2020

Première Vision Sport – Portland
12 & 13 February 2020

Première Vision New York
21 & 22 January 2020

About Première Vision
Première Vision is the global leader in upstream creative-fashion trade shows. From 15 Lyons weavers in the early 1970s to the more than 2,000 exhibitors at Première Vision Paris today, the Première Vision group’s strategy has remained the same: to support the development of the international fashion industry and major market evolutions through its services and 14 events per year, to which has now been added a unique online tool: the Première Vision Marketplace, managed by the company’s subsidiary, Première Vision Digital.
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