Nearly one out of two European consumers say they purchased at least one responsible fashion product in 2019. A survey conducted within the framework of the IFM- Première Vision Chair in late 2019 confirms the fact that buying eco-responsible fashion is no longer just a trend, but a major groundswell now impacting the entire industry. Our role at Première Vision is to assist the international fashion industry in its shift towards eco-designed fashion, in alignment with consumer expectations. That’s why we put eco-responsibility at the core of all our activities, and front and centre at our flagship event Première Vision Paris. For this reason, The Smart Creation area, which is dedicated to new creative and production approaches, is now part of the February show as well as the September show, where it has been featured since 2015. We believe it is crucial to give our visitors a fresh line-up of exhibitors with innovative solutions for sustainable fashion at each of our shows.

In all, 1,755 exhibitors from across the globe will gather at Première Vision Paris in February 2020 to inspire visitors with their latest innovations for spring-summer 21. I look forward to seeing you this coming 11 to 13 February at Paris Nord Villepinte so we can work together to forge tomorrow’s fashion: creative, innovative and respectful of our planet.
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Eco-responsibility, technology and inspiration at the heart of Première Vision Paris

This coming 11th to 13th February, Première Vision Paris will bring together the upstream players in the global creative fashion industry to steer and inspire them for the Spring-Summer 21 season. Featuring a selective offer from 1,755 exhibitors, a full cycle of conferences, inspirational spaces and insightful seminars prepared by the Première Vision teams, the show will give visitors the keys they need to design and create innovative, creative and eco-responsible collections.

AN OFFER CLOSELY TAILORED TO VISITORS’ NEEDS

▶ A brand new Smart Creation space in Hall 3, which brings together the former Wearable Lab (fashion tech) and Smart Creation (responsible creation) spaces, to highlight the two major innovation issues: eco-responsibility and technology.

▶ Top artisans will be presented at Maison d’Exceptions, for visitors seeking to develop unique and custom-made products.

▶ A world tour of manufacturing sourcing is proposed in the Manufacturing universe, to discover a diverse and extensive range of fashion manufacturers.

▶ A dive into the Première Vision Marketplace, which this season opens the platform to spinners providing a way to prolong business and exchanges initiated at the show.

AN INVITING PROGRAM

▶ An immersive exhibition, Mutations, examining the relationship between technology and nature.

▶ The Musée des Arts Décoratifs comes to Première Vision Paris with a conference on the history of footwear and a preview of the exhibition “Marche et Démarche, a history of the shoe”, of which Première Vision is a sponsor.

▶ A comprehensive conference cycle providing a wealth of information about key issues facing the industry: eco-responsibility, leather bashing, materials, and the aspirations of the new generations...
Smart creation, the cornerstone of première vision paris
A show with innovation at its core

Première Vision has been strategically positioning itself around eco-responsibility and technology for the past several years, to better accompany the fast-evolving creative fashion industry. And because it is critical that Première Vision continues to fulfil its role as the industry’s decoder and guide, innovation is taking on an increasingly important place at its flagship international event, Première Vision Paris.

This is why, for the very first time and now on a permanent basis, exhibitors with an offer of eco-responsible materials and services and exhibitors who are experts in fashion tech will be united in Hall 3, in a single area dedicated to innovation in all its forms: Smart Creation.

This new Smart Creation space, from here on present at both the February and September editions, is a fusion of two spaces that were previously distinct:

- Smart Creation – a space previously featured only at the September show to showcase the research and information platform of the same name launched in 2015, created to promote responsible approaches and highlight a new generation of values based on greater respect for people and the environment.

- And the Wearable Lab, launched in 2017 for the February editions, which explored the innovations driven by emerging new technologies and computerization for connected and intelligent fashions.

Smart Creation is the perfect place to discover the eco-responsible and technological innovations already being industrially available and ready to use, innovations destined to shape the fashion of today and tomorrow. This is a powerful and necessary evolution to meet the needs of the international fashion industry – exhibiting industrialists and fashion and accessories brands.
A closer look at the rich offer at Smart Creation

In Hall 3, at Smart Creation, Première Vision Paris presents the most committed, inspiring and visionary companies in the sector: 58 exhibitors from 18 countries with 48 in the responsible creation category (48 Smart Materials and 7 Smart Services – 40% of which are new exhibitors) and 10 in the fashion tech category (3 of which are new).

Exhibitors will be presented in an Index for a better understanding of the offer, and grouped in the following 13 categories:

- Recycled materials (recycled fibres, fabrics, etc.);
- Organic materials – organic and biological materials;
- Traceability – the most traceable processes and materials;
- Components – components and accessories;
- Responsible yarns – eco-responsible fibres;
- Responsible jerseys and fabrics – eco-designed textiles;
- Alternative materials – materials presenting alternatives to leather, synthetic fabrics, etc.;
- Services;
- Tanning process – eco-responsible tanning methods;
- Finishing process – environmentally-friendly finishing techniques;
- Dyeing process – eco-responsible dyeing processes (waterless, technological, natural, etc.);
- Printing process – responsible textile printing techniques;
- Circular models – global circular approaches;
- Fabrics with innovative properties;
- Wearable technologies – technologies emerging from Fashion Tech.

A brief overview of the new exhibitors to discover in this space:

- **BANANATEX**: presents a unique technical fabric made from natural banana fibres.
- **BROWZWEAR**: offers design software to create 3D clothing.
- **HAEILIXA**: DNA marking technology, enabling a product to be identified via a traceable imprint throughout the production chain and up through its commercialisation.
- **LINEN DREAM LAB BY CELC**: a space for experimentation and inspiration that presents textile and technical innovations, as well as a host of creative perspectives, involving the use of linen fibres.
- **POLYGiene**: develops a technology to prevent the spread of odour-causing bacteria and thus makes it possible to wear a garment several times between washings.
- **RESOReC Ts**: supplies a sewing thread (suitable for sewing machines) that dissolves at high temperatures and makes it easier to disassemble a garment, so the fabric may be reused.
- **SPiBER**: Brewed Protein™ materials are protein fibres made from spider silk, films and other types of materials manufactured using Spiber’s exclusive fermentation process. They are biosourced, animal-free and microplastic-free.
- **TOYOSHIMA FOOD TEXTILES**: natural dye from traceable agro-food industry waste.
"Mutations", an exhibit exploring the connection between technology and nature

The Smart Creation Area will host the "Mutations" exhibit dedicated to the theme of biomimicry, created in partnership with Le Coup d’Avance. In this immersive experience, visitors will be able to discover and handle artworks in which life and technology are harmoniously intermingled.

The works here are inspired by the imagination of two creative duos:

- **Metamorphy and Membranes by Scenocosme**: two interactive artworks invite visitors to explore a range of sensory experiences related to the displayed materials.

- **Plants Sense by María Castellanos and Alberto Valerde**: an animated work inviting visitors to contemplate and reflect on man’s relationship with nature and plants.

The "Mutations" exhibition explores our ability to transform reality and create a new and hybrid relationship with our surroundings.

Alongside these works, Première Vision is also renewing its collaboration with MateriO’, a unique and novel monitoring centre specialised in identifying innovative materials. The exhibit will thus display some 30 selected materials with a high creative potential that are currently rarely or never used in textile manufacturing.

A conference by Quentin Hirsinger, CEO of MateriO’, will take place on 12 February at 11 am in the Innovation Talks Area (Hall 3) to explore “The elusive quest for eco-materials” and focuses on drawing inspiration from the effective and lasting solutions found in the evolution of living things.

Smart Creation also explored in depth in special podcasts

To dive deeper into the subject, in May 2019, Première Vision launched a series of podcasts exploring the potential of sustainable fashion. Twice a month, on Wednesdays, listeners can discover a committed and creative exhibitor. Each episode can be found on the Première Vision website.

*This podcast in English is produced in collaboration with Adrien Garcia of the podcast “Entreprendre dans la mode”*
Responsible creation permeates the various activity sectors represented at Première Vision Paris

This responsible-creation approach starts right from the so-called creation phase, as 80% of a product’s environmental impact is determined in its design stage. All the upstream sectors of creative fashion are thus concerned. To help visitors identify the innovative exhibitors showing outside of the Smart Creation space, Première Vision Paris provides a Smart Creation itinerary, to discover at the show, on the website and via the mobile app, bringing together 160 exhibitors identified as having an exemplary responsible approach by the Première Vision teams: yarns, fabrics, leathers and accessories.

The exhibitors in the Index are selected according to three criteria (all validated by certifications):

- **The company:** social and environmental responsibility (energy, water, waste management, as well as HR and corporate ethics).
- **Its product transformation processes:** traceability, dyeing and finishing
- **Raw material sourcing:** Fabric, Leather, Accessories: Recycled / Regenerated / Organic and/or Alternative materials: Biopolymers/ New fibres and yarns.
Beyond this Index, there are strong signals of a trend towards more sustainable creation throughout the Première Vision Paris universes:

- As at every edition of Première Vision Paris, visitors can get their fill of seasonal inspiration thanks to a variety of fashion forums that present the season’s trends through an in-depth selection of products. Each forum features areas dedicated to eco-responsible products. And it’s worth noting that the eco-designed materials presented are sharply on the rise, both in volume and in terms of quality and diversity!

- To highlight the properties or specific qualities of exhibitors’ yarns, fabrics and components, Première Vision has developed Performance Codes. Some of them underline eco-responsible values: biological material, recycled material, biopolymers, waterless (low water consumption), metal-free, eco-friendly finishing, end-of-life processes and traceability.

- In connection with Première Vision Manufacturing – Première Vision Paris’ offer dedicated to manufacturing sourcing solutions – two key conferences are presented in the Innovation Talks Area (Hall 3):
  - One in partnership with the Social & Labor Convergence Program, which optimizes factory audits and thus works to achieve better labour conditions, 12 February at 3 pm.
  - And another on the evolution of responsible sourcing led by Gildas Minvielle, Director of the Economic Observatory of the Institut Français de la Mode, as part of the IFM-Première Vision Chair, 12 February at 5 pm.

- The Première Vision Leather show welcomes an increasing number of exhibitors who use vegetable or mixed tanning and are evolving their methods to reduce their environmental impact. A conference all about responsible leather organized in conjunction with Textile Exchange. 11 February at 10 am in the Innovation Talks Area (Hall 3).

- At Première Vision Yarns, (yarns and fibres - Hall 6), visitors can explore the very latest global innovations in the field: natural fibres, high-performance yarns, recyclable materials, etc.

- At Première Vision Fabrics (apparel fabrics), there are also a growing number of exhibitors with advanced eco-responsible approaches involving key production issues: processes, materials origin etc. They can be discovered in Halls 5 and 6.
An offer firmly oriented on the future
The February 2020 offer: key facts and figures

With 1,755 exhibitors spread across 5 halls, the Première Vision Paris offer is relatively stable this edition, showing a slight decrease of 2% vs. the 1,782 exhibitors in February 2019. Transversal, cutting-edge and complementary, the offer from Première Vision Paris exhibitors – yarns and fibres, fabrics, leathers and furs, textile designs, accessories and components, fashion manufacturing – meets the needs of all fashion markets looking to develop complete and creative collections (clothing, leather goods, shoes & accessories). A key theme permeating all sectors is particularly underlined at this edition: eco-responsibility.

In February 2020, Première Vision Paris includes:

- 1,755 exhibitors
- 148 new companies (8% of the offer)
- 48 countries represented

Number of exhibitors by activity sector:

<table>
<thead>
<tr>
<th>Activity Sector</th>
<th>New Exhibitors</th>
</tr>
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<td>Yarns</td>
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<tr>
<td>Fabrics</td>
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<tr>
<td>Leather</td>
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<td>Designs</td>
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<tr>
<td>Accessories</td>
<td>+27</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>+33</td>
</tr>
</tbody>
</table>

Discover all the February exhibitors in the catalogue found at www.premierevision.com or on the Première Vision Paris mobile app. Also find detailed information about the new companies joining the show this season.
Maison d’Exceptions: the wonder of lace

At each February edition of Première Vision Paris, Maison d’Exceptions presents a select number of international ateliers with a perfect mastery of either traditional artisanal techniques or exclusive innovative technologies for visitors seeking products with a unique and exclusive creative content and know-how. A space designed as a showcase, targeted to luxury houses and accessible by invitation, where passionate artisans break new ground, experiment and innovate to put forth unique or custom creations.

For this 2020 edition, Maison d’Exceptions departs Hall 3 for Hall 6 and now welcomes 24 artisans – including 6 new ones. Accredited fashion brands and designers will find textile finishing artists, experts in plated mother-of-pearl and artisans creating crocheted or stitched hand-embroidery.

And all visitors – including non-accredited ones – can enjoy the spotlight on Dentelle de Calais Caudry® lace. An exhibition entitled Next Level, the future of Leavers lace will be installed outside the Maison d’Exceptions area. This exhibition highlights the 14 French Leavers-lace manufacturers featured in THE LACE REVIEW, a travelling exhibition. It unveils a programme of new collaborations between lace manufacturers and ateliers specialised in finishing, featherwork, knitting and weaving, each of which has been selected to take part in the ninth edition of MAISON D’EXCEPTIONS.

After a first stop at the Museum of Contemporary Art in Shanghai and a stopover at other Première Vision shows (Blossom Première Vision and Première Vision New York), the travelling exhibition THE LACE REVIEW is arriving at Première Vision Paris.

Thanks to loans from these 14 French manufacturers who are still operating in Calais and Caudry, the exhibition showcases the diversity of lace styles and uses, and pays tribute to 14 female icons who revolutionized their times.

To complement the exhibition, a conference moderated by Pascal Gautrand, founder of Made In Town, together with the fashion designer Olivier Theyskens and the lacemakers involved will underline the many future possibilities of Leavers lace to professionals.

What are the prospects for Leavers lace, a perpetual source of creativity?
Thursday 13 February at 2.30 pm
Fashion Talks Area - Hall 6
Première Vision Leather, a booming leather sector

Première Vision Leather in Hall 3 is ground zero for all those looking for the best in leather and fur. Featuring a selected offer, ultra-creative leathers, sustainable development and fashion-manufacturing services, this space presents turnkey solutions and a complete itinerary (tanners, accessory manufacturers, specialised fashion contractors, a trends area) to meet all the needs of visitors looking to create high-quality spring-summer 2021 collections.

For this February 2020 edition, 255 exhibitors have been chosen on the basis of their creativity and innovation. Leathers, furs, fabrics developed for the accessories markets (bags, shoes, fantasy jewellery...), apparel and home furnishings. These exhibitors include 39 new companies using a high percentage of vegetable or mixed tanning methods. This is a sign of a strong industry awareness of its environmental impact – largely prompted by luxury brands that have significantly evolved their product specifications over the past few years.

To promote these best practices in the industry and guide visitors interested in responsible leather, a conference on the subject will be held with Textile Exchange on 12 February at 10am in the Innovation Talks Area (Hall 3).

Fashion brands are looking for trusted suppliers for the handling and manufacturing of their finished products. This is why Première Vision Paris offers the PV Manufacturing Leather area, dedicated to the manufacture of leather goods, footwear and garments, featuring this season a selection of 24 contractors and manufacturers.

Stop the leather bashing!
Two conferences in the Innovation Talks Area (Hall 3) to defend the sector at this edition:

> Leather bashing: getting the truth about leather is a conference taking place on 12 February at 10am. It aims to dispel preconceived ideas about the industry and share best practices – because leather is a noble material, and today it’s increasingly responsible and ethical.

> Stop demonising leather: understanding the industry’s challenges, from animal husbandry to finished production, 13 February at 10am with Nathalie Elharrar, a designer specialising in footwear and leather goods. The presentation includes testimony from experts in animal husbandry and welfare, raw hides, tanners, as well as the point of view of designers whose business is based on leather.

Spotlight on shoes in Hall 3
Première Vision is one of the main sponsors of the “Marche et Démarche, a history of the shoe” exhibit at the Musée des Arts Décoratifs in Paris (7 Nov. 2019 - 23 Feb. 2020). At the show, Première Vision Paris provides special insights into this exhibition in Hall 3, exploring footwear from every angle.

Première Vision Designs, flying the flag of cultural richness

Première Vision Designs, the universe dedicated to textile designs and decorations, brings a rigorous and cutting-edge selection of specialized international studios together in Hall 5.

Visitors can discover 222 exhibitors – including 28 new ones – from 25 countries. And this is the true strength of the Première Vision Designs offer – the breadth of different cultures all brought together, infusing the collections with a striking richness.

All exhibitors come to present their very latest creations, with over 100,000 patterns, embroideries and appliqué motifs, knits, fabrics, transfer papers, vintage designs and more.

To see at Première Vision Designs:

- This edition’s Designs fashion forum is a Crazy Designs Market: a lively space full of surprising exchanges and inspiration, where exhibitors’ creative designs are showcased to inspire visitors. Not to be missed!
- Discover the process of creating a design or a print thanks to a special workshop hosted by Trame – Fédération Française du Design Textile et Surface (http://federationdesigntextile.com/)
- A fashion conference discussing the history of geometric patterns and what’s next for them, Wednesday 12 February at 3 pm in the Fashion Talks Area (Hall 6). A round-table moderated by Première Vision’s British correspondent, Gill Gledhill, featuring insights from Manon Mangin, fashion project manager at Première Vision, a fashion brand and an exhibiting studio.

Première Vision supports young creative talent, right from school!

Première Vision Designs will welcome 9 schools among its exhibitors this year, whose students can present their backgrounds and know-how and sell their own collections to buyers. This is in line with Première Vision’s strong desire to support the next generation of designers.

To this end, the Première Vision group is organizing a textile competition, the “Première Vision NextGen Awards,” for students from international fashion schools. The 20 finalists will be invited to the September 2020 edition of the show. The competition is organised in partnership with Arts Thread, a British online platform dedicated to emerging designers, artists and creators, which will be in charge of organising the competition, collecting applications and follow-up and communications with schools and industry professionals.
Première Vision Manufacturing: Diverse and complementary

Première Vision Paris is offering a world tour of manufacturing in Halls 2, 3 and 6: Première Vision Manufacturing brings together a range of manufacturing know-hows essential to fashion and accessory brands.

In all, the manufacturing sourcing offer comprises some 204 exhibitors from 5 continents — including 41 new ones — broken down into 4 sectors:

- **Première Vision Manufacturing – Proximity** (Hall 6) – 93 exhibitors including 10 newcomers — bringing together specialists in proximity fashion manufacturing from the Euro-Mediterranean basin and the Indian Ocean.
- **Première Vision Manufacturing – Overseas** (Hall 2) – 48 exhibitors including 16 newcomers — audited by Bureau Veritas, the world leader in conformity assessment and product certification — dedicated to Asia Pacific sourcing.
- **Première Vision Manufacturing – Knitwear** (Hall 6) – 35 exhibitors including 7 newcomers — for creative flatbed knitwear
- **Première Vision Manufacturing – Leather** (Hall 3), at Première Vision Leather — 24 exhibitors including 8 newcomers — dedicated to the manufacturing of leather clothing, leather goods and footwear.

Première Vision Paris thus offers exhibitors an opportunity to explore the largest and most diversified manufacturing offer — from far-shore to near-shore partners.

**The musts at this edition:**

- A forum shared by Première Vision Yarns and Première Vision Manufacturing – Knitwear has been created, to connect industry and fashion. In Hall 6, visitors are invited to discover specific creative designs and developments made by exhibitors at the two shows.
- A conference addressing the social and ethical issues related to manufacturing and factories will be held on 12 February at 3 pm in the Innovation Talks Area (Hall 3). More information on page 10.
An increasingly dynamic Sport & Tech sector

Sport continues to conquer the fashion industry, with increasing numbers of brands showcasing sportswear products in their collections.

The Sport & Tech sector at PV Fabrics can be found in Hall. Its multiproduct offer comes from 69 exhibitors including 5 newcomers – a true reflection of its growing dynamism! Visitors have access to a Sport & Tech itinerary, available via the mobile app and the show’s online catalogue, to find a full range of creative and fashion-oriented high-quality performance-fabrics to create their sportswear lines.

Another demonstration of its growing importance: a fashion seminar on the sector takes place every day at 2 pm in the Fashion Talks Area (Hall 6). The Prêt-à-Porter fashion team will be on hand to analyse and decode the spring summer 2021 season, thanks to its international expertise and an analysis of the offer from Sport & Tech exhibitors, enabling visitors to discover the latest technology and innovations in the market.

A can’t-miss conference: “3D Design in Sport – at the heart of the creative process” 13 February at 3.30 pm in the Fashion Talks Area (Hall 6) 3D design is revolutionizing the creation process and pushing the boundaries of innovation in sports products. An overview of the trend, from design to retail, including material.
Première Vision Accessories, the universe dedicated to accessories and components, offers an internationally recognized range of products for the clothing, leather goods, footwear, jewellery and lingerie markets...

Located in Hall 4, it brings together 282 exhibitors – including 13 new ones. They are divided into multiple categories:

- **Textile accessories**: ribbons, cords, laces, elastic strips
- **Buttons**
- **Plastic and metal items**: fasteners, plating of metal items, bag chains, etc.
- **Lace and embroidery**: trimming specialists
- **Labels**
- **Packaging**: hangers, garment bags, boxes, bags...
- **Embellishments**: leather fringe, fabric /leather flowers, rhinestones, beads, sequins etc.
- **Jewellery**: ring bases, metal or plastic bracelets, clasps, 3D printing of jewellery components...

One offer in particular has been developing and strengthening for several seasons: fashion jewellery!

Première Vision Accessories counts no fewer than 40 specialized exhibitors in February 2020, with a dedicated fashion forum. This is a reflection of a strong economic reality: fashion jewellery represents a real business lever for brands, and they need to find trusted partners.
Launched in September 2018, Première Vision’s e-commerce platform has been a great success, with over 10,000 fabrics, accessories, leathers and denims currently available online and more than 4,000 orders placed to date.

Presentation areas will enable buyers to familiarise themselves with this unique sourcing 2.0 service, which can be used anytime throughout the year.

New functions and an expanded range of upstream products
For this edition, the Première Vision Marketplace will unveil new and original features to ensure that it remains closely attuned to buyers’ needs. The event will also mark the first incorporation of Première Vision Yarns’ spinning and fibre-producing exhibitors on the platform. An ever-expanding offer to be discovered online as a perfect complement to the shows!
Essential highlights
An inspired and inspiring program

Save the Date!
Première Vision invites you to discover the "Marche et Démarche, a history of the shoe" exhibit at a private soirée organised at the Musée des Arts Décoratifs de Paris on 11 February from 7:30 pm to 10 pm.

Please note that space is limited, and we kindly request you RSVP to: marcheetdemarche@premierevision.com

This February 2020, Première Vision Paris is rolling out a rich and surprising program.

- Exclusive fashion seminars presented by the Première Vision fashion team to decode the spring summer 21 fashion season.
- A series of conferences dedicated to eco-responsibility, technology, the leather industry and specific materials (lace, wool...).
- A spotlight on responsible sourcing with Gildas Minvielle, Director of the Observatoire de l’Institut Français de la Mode, as part of the IFM x Première Vision Chair, which is dedicated to the economy of creative materials and sustainable fashion.
- A view of the "Marche et Démarche, a history of the shoe" exhibition at the Musée des Arts Décoratifs de Paris and a lecture given by the exhibition’s curator on the history of the heel.
Première Vision Paris, a source of fashion inspiration for the season

To provide full inspiration for the spring-summer 21 season, the February 2020 edition offers:

- **12 fashion forums**, featuring displays of a selection of the show’s most inspiring materials
- **Four moving, inspiring and exciting spaces** at the heart of the Perspectives Forum (Hall 5) that invite visitors to immerse themselves in the four major directions of the spring-summer 21 fashion season. The areas are designed to sweep visitors up in sometimes tangible sometimes fleeting sensations as they make their way through singular suspensions, absorbed in the movements of colour and light, surprised by shifting images, troubled by rustling noises or carried away by exclusive musical sounds... Whether viewing from a bemused or amused point of view, or as a committed player, all visitors will achieve a full grasp of the season through their own experience.
- **Seminars proposed by the show’s fashion team**, for a unique decoding of the season.
- **The exclusive seasonal colour range developed by the Première Vision fashion team in collaboration with its international partners.**
- **A FASHION space on the Première Vision website to keep up on the season’s latest news and inspiration.**
- **Inspirations posted to Instagram:** @wearepremierevision

**SEASON TREND TASTING**
The season’s influences, the major transversal trends illustrated by exclusive artworks, the key silhouettes and synergies between, fabrics, designs, leathers and components. **Daily at 11:45 am**

**FABRICS & COLOURS TREND TASTING**
An essential seminar to make your visit constructive and creative, to discover the range of colours in all its generosity, its key harmonies by market and the season’s essential fabrics. **Daily at 1 pm**

**SPORT FASHION SEMINAR**
An analysis and decoding of the Spring Summer 21 season through the offer at the Sport & Tech exhibitors. It presents the latest cutting-edge technologies that underpin this sector, with high-performance accessories, and surprising, high-strength and advanced fabrics in knitwear and wovens. **Daily at 2 pm.**

**Première Vision and the Hyères Festival: the story continues!**

Première Vision is a supporter of the 35th Hyères Festival of Fashion, Photography and Accessories. Most notably, the group sponsors the Hyères Grand Jury fashion prize, accompanied by a 15,000 € award, named the Grand Prix du Jury Première Vision. This year the Festival is presided over by British designer Jonathan W. Anderson.

To help the young designers fabricate their collections, Première Vision Paris will welcome the 10 fashion competition finalists along with the 10 finalists for the Accessory Prize (leather goods, shoes, jewellery, glasses...).
In addition to fashion seminars, Première Vision Paris offers a wide range of conferences addressing all the major topics impacting the upstream creative fashion industry.

CONFERENCES RELATED TO ECO-RESPONSIBILITY

At the Innovation Talks Area (Hall 3)

- 12 February at 11 am: "The Illusory Quest for 'Eco-materials'" by Quentin Hirsinger, Chairman of matériO’ SAS.
- 12 February at 1 pm: "Is the next generation of sustainable fashion in the hands of radical game changers?" by Giusy Bettoni, Founder and President of C.L.A.S.S., Ecohub reference in sustainable fashion.
- 12 February at 5 pm: a conference led by Gildas Minvielle, Director of the Economic Observatory of the Institut Français de la Mode, as part of the IFM-Première Vision Chair on the evolution of responsible sourcing.
- 13 February at 12 pm: "Reshaping the Fashion Rules". New designers are emerging with innovative models. A conversation with designers Kevin Germanier (Germanier), Elodie Bode (BODE), Lisi Herrebrugh and Rushemy Botter (Botter), moderated by Serge Carreira, Head of Emerging Brands Initiative at the Fédération de la Haute Couture et de la Mode (FHCM).
CONFERENCES DEDICATED TO TECHNOLOGY
- 12 February at 12 pm in the Innovation Talks Area (Hall 3): “In conversation with Google Jacquard”, Pascal Morand, Executive President of the Fédération de la Haute Couture et de la Mode shares the analysis of Camille Bénéch, Partner and Business Development Manager of Google Jacquard Europe concerning textile innovation and how designers could integrate these new materials into the creative process.
- 12 February at 5 pm in the Innovation Talks Area (Hall 3): “Blockchain 101 for Fashion and Luxury” which explores how blockchain can be useful to the industry.
- 13 February at 3:30 pm in the Fashion Talks Area (Hall 6): “3D Design Vision of Sport – in the heart of the creative process” proposing an overview from design to materials and retail.

CONFERENCES FOCUSING ON SOCIETAL TRENDS
In the Fashion Talks Area (Hall 6)
- 11 February at 4 pm: “Voices of Generations, A Trend Report by L’ADN” looking at the aspirations of clichés of the new generations.
- 11 February at 5 pm: “The Best is Yet to Come, Societal Decoding by Serge Carreira”, Fashion and Luxury specialist and lecturer at Sciences Po in Paris.

CONFERENCES DEDICATED TO MATERIALS
- Two conferences with The Goods Good in the Innovation Talks Area (Hall 3): one on wool on 11 February at 4 pm and one on linen on 12 February at 4 pm.
- 13 February at 2.30 pm - Fashion Talks Area (Hall 6): “What are the prospects for Leavers lace, a perpetual source of creativity?” by Pascal Gautrand, consultant for Maison d’Exceptions and founder of Made in Town, with fashion designer Olivier Theyskens and participating lacemakers.

CONFERENCES DEDICATED TO THE LEATHER INDUSTRY
At the Innovation Talks Area (Hall 3)
- 11 February at 10 am: “Making an impact through responsible leather” with Textile Exchange.
- 11 February at 12 pm: “A history of the heel and high platform shoes” by Denis Bruna, Chief Curator Fashion and Textile Department pre-1800 Collections at the Musée des Arts Décoratifs.
- Two conferences to counter preconceived ideas regarding leather – one on 12 February at 10am: “Leather bashing: getting the truth about leather” featuring a variety of professional organisations and one on 13 February at 10am: “Stop demonising leather: understanding the industry’s challenges, from animal husbandry to finished production” with shoe and leather goods specialist designer Nathalie Elharrar.
More information on page 14.

To find all the conferences of this edition: https://www.premierevision.com/fr/visiter/programmation-salon/
Exhibitions and forums to truly transport visitors

Première Vision Paris is also an experiential space, with myriad universes to dive into to find inspiration for your future collections.

In February 2020:

• The "Mutations" exhibition
  An exhibit exploring our connection to nature, and our ability to transform reality to create a new and hybrid relationship with our surroundings. Thanks to the use of new technologies, textiles become a field of exploration and poetry.
  Smart Creation – Hall 3
  More information on page 8

• "Next Level, the future of Leavers lace"
  Leavers lace showcased through inspiring women’s silhouettes and original pieces created by Maison d’Exceptions’ exhibiting ateliers.
  Maison d’Exceptions – Hall 6
  More information on page 13

• "Crazy Designs Market" at Première Vision Designs
  A market unlike any other – to discover the very latest creations of the most inventive textile designers.
  Première Vision Designs – Hall 5
  More information page 15
In the spotlight at the Musée des Arts Décoratifs: the shoe

Première Vision Paris targets not just the clothing and leather goods markets, but the footwear market as well – and the shoe is the veritable star of this February 2020 edition. A product that sparks a unique desire and enhances the creative complementarity of the fashion industry’s various sectors, in particular Première Vision Leather, the specialist leather universe presenting a selection of tanners and manufacturers for the leather goods, clothing and footwear markets, and Première Vision Accessories, which presents an offer of components for fashion, accessories and footwear.

In February 2020, the Musée des Arts Décoratifs comes to Première Vision Paris, with 3 exceptional highlights:

> A highlight on the museum’s ‘Marche et Démarche, a history of the shoe’ exhibition in Hall 3 at Première Vision Leather. Première Vision is one of the main sponsors of the exhibition ‘Marche et Démarche, a history of the shoe’ exhibit running from 7 November 2019 to 22 March 2020 at the MAD, the Museum of Decorative Arts in Paris. Première Vision Paris presents this unique exhibition through a selection of photographs presented at the entrance of Hall 3, which offer a creative look at this fundamental fashion item now part of all fashion brands’ collections.

> A lecture given by exhibition curator Denis Bruna on the history of the heel: from its functional origins in Persian men’s shoes to the stiletto heel in the 1950s and its evolution to the present day. 11 February at 12 pm in the Innovation Talks Area (Hall 3)

> A private soirée at the Musée des Arts Décoratifs. Première Vision has privatized the Musée des Arts Décoratifs for its exhibitors and visitors, including a cocktail and private tour of the exhibition on 11 February from 7:30 pm to 10 pm. Please note that space is limited, and we kindly request you RSVP to: marcheetdemarche@premierevision.com
Inspiring Fashion: Textile Revolutions, a 'Made By Première Vision' book

This past December, Première Vision brought out a book especially for fashion, materials and creativity enthusiasts: Inspiring Fashion: Textile Revolutions, published by Éditions de La Martinière.

Lifting the veil on the little-known yet key role played by fabric innovations and technological advances over the years, this 240-page book also retraces the saga of Première Vision and its exhibitors.

Extensively illustrated with archival images, portraits of exceptional artisans and designers, this beautiful book offers a fascinating dive into the creative process – past and future.

Because fashion would not exist without fabrics. And no fashion revolution would have been possible without revolutionary textiles!
SAVE THE DATE!

LAUNCH PRESS CONFERENCE
TUESDAY 11 FEBRUARY 2020 AT
11 AM
Innovation Talks Area - Hall 3
Presented by Gilles Lasbordes,
General Manager of Première Vision

About
The Première Vision Group:

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 12 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.

WWW.PREMIEREVISION.COM
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