

# **FASHION RENDEZ-VOUS**

PREMIÈREVISION

PRESS RELEASE - JUNE 10, 2021



**YOU  
HAVE  
A FASHION  
RENDEZ  
-VOUS!**

**A ONE-OFF, ONE-WORLD,  
ONE-TIME EVENT.**

**30 JUNE + 1 JULY**

Grand Palais Éphémère, Paris

**PREMIÈRE VISION PRESENTS THE FASHION RENDEZ-VOUS:  
A UNIQUE AND IN-PERSON SHOW  
TO REUNITE THE FASHION INDUSTRY  
IN A BRAND NEW SETTING,  
THE GRAND PALAIS ÉPHÉMÈRE IN PARIS**

**This June 30 and July 1 will mark the beginning of the recovery for the international fashion industry, with the sector's first physical event organized in Paris by Première Vision.**

**The Première Vision Fashion Rendez-vous will open its doors in the Grand Palais Éphémère, a new temporary event site ideally located across from the Eiffel Tower in the heart of the world's fashion capital.**

**After more than a year of not being able to meet in person, the market's expectations are very real, and the players in the creative fashion industry are eager to come together again.** Manufacturers and producers are eager to present their new developments to the market and meet new potential customers, while buyers and designers are eager to re-experience the touch and feel of materials, scout out new suppliers and find inspiration for the creation of their next collections.

**Exhibitors and visitors alike attest to the importance of restarting their discussions and meeting in person to boost a business recovery and build the fashions of tomorrow:**

"We're so enthusiastic to rediscover the joy of physically participating in the whole Fashion Rendez-Vous experience: meeting in person with other people and sharing an escapade, creating connections and enjoying that special mood that we can't help but crave and look forward to." **Chira Lippi – Mario Bellucci (Italy)**

"Back to life, back to fashion, back in Paris..." **Daniele Piccinini – Beppetex (Italy)**

"The essence of our craft is a fine material, worked by our hands! And nothing beats presenting our work to you in person! Leather - whole hides - that you can actually touch as we discuss them with you ensures that a material is properly understood and appreciated!" **Tanneries Arnal (France)**

"The past months were really hard in terms of business, but now it's slowly getting better and we look forward to what will hopefully be a good new season! We are especially looking forward to the first physical show, Première Vision's Fashion Rendez-Vous, at the end of June." **Barbara Steiner – Vertrieb (Austria)**

"We are delighted to be taking part in the Première Vision Fashion Rendez-Vous, a concrete sign of an economic recovery in the textile industry, which was so severely impacted over the past year. Business must go on, and this event might send just the right signal to get it all going again. We are eager to meet our customers and share ideas together again." **Graziano Maestrelli – Lamintess (Italy)**

"Fabrics have to be touched and caressed, just like skin. The colors have to be seen in real life, and fully absorbed....We've done a great deal while apart from each other. Now that we're side by side, we'll do even more." **Vitula Vivarelli – Mantero Seta (Italy)**

"A chance to meet up again - what good news! It's time for us to get together again and write new stories together!" **Thibaud von Tschammer – DEVEAUX (France)**

**With a one-shot format adapted to the time period and market demand, the Première Vision Fashion Rendez-vous will feature:**

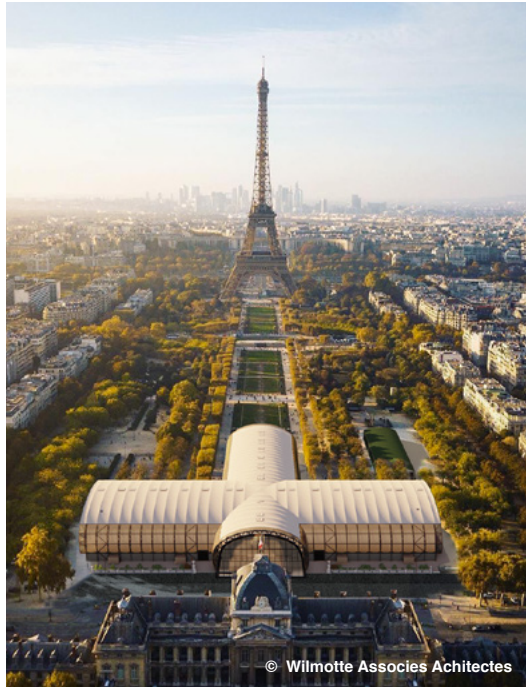
- ▶ **An international offer already numbering over 190 exhibitors**, all of whom meet Première Vision's selection requirements. Among the countries represented at the event will be France, Italy, Spain, Portugal, Japan, Turkey, Germany, Austria, Bulgaria... Please note that companies facing travel restrictions may be represented by their agents.
- ▶ **A presentation of collections expanded to all market levels:** new material developments and early directions for building autumn winter 22-23 collections.
- ▶ **4 activity sectors that are fundamental to fashion creation:** Fabrics, Accessories, Leather and Designs.
- ▶ **Targeted visitors** coming mainly from France and Europe.

**Fashion Rendez-vous will be conducted in full compliance with current health requirements (subject to change depending on the situation at the time of the show):**

**A Health Pass is required in order to enter show:** a vaccination certificate (more than 15 days must have passed since the 2nd injection), proof of a negative PCR or antigen test result taken in the past 72 hours (self-tests will not be accepted) or a positive Covid test dating from more than 2 weeks ago and less than 6 months ago.

- ▶ **The Health Pass will be requested and verified by «health monitors»** stationed outside the show's entry halls.
- ▶ **For those who have been unable to get an antigenic test prior to their arrival at the show, a testing station will be located in front of the entrance** (results in 15/20 minutes).
- ▶ **The entry badge to the show is entirely digital. Please remember to pre-register before coming.**
- ▶ **Preventive measures remain in place:** a minimum width of 3 meters in the aisles; mandatory wearing of masks; hydro-alcoholic gel made available...
- ▶ **No checkroom facilities will be available**, luggage is not permitted in the halls.
- ▶ For foreign travelers who require a PCR test to return home, please note that a health concierge will be available to arrange an appointment with a laboratory near the show.

→ More information and details are available on the website [www.premierevision.com](http://www.premierevision.com).



## A NEW VENUE IN PARIS: The Grand Palais Éphémère

Managed by the Réunion des Musées Nationaux (RMN), the Grand Palais Éphémère is a temporary event space conceived to fulfill the events function of the celebrated Grand Palais - a stone, glass and steel monument erected near the Champs-Élysées for the 1900 Universal Exhibition - which is closed for renovation until 2024. Designed by architect Jean-Michel Wilmotte, the Grand Palais Éphémère was built by GL events. It was erected on the Champ-de-Mars at the start of 2021, where it will remain in place until the end of the Paris 2024 Olympic and Paralympic Games, and enjoys a unique proximity to the symbol of Paris, the Eiffel Tower.

→ More information on the [Grand Palais website](#).

**FINALLY! A FASHION  
RENDEZ-VOUS!**

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PREMIÈRE VISION**

**A ONE-OFF, ONE-WORLD,  
ONE-TIME EVENT**

**WEDNESDAY JUNE 30<sup>TH</sup> + THURSDAY JULY 1<sup>ST</sup> 2021  
9:30 AM - 6:30 PM**

Grand Palais Éphémère, Paris

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