

# FASHION RENDEZ-VOUS

PREMIÈREVISION

REPORT - 6 JULY 2021



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

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

**30 JUNE + 1 JULY**

Grand Palais Éphémère, Paris

## AT THE GRAND PALAIS ÉPHÉMÈRE IN PARIS, FASHION RENDEZ-VOUS PREMIÈRE VISION MARKS THE RECOVERY OF THE FASHION INDUSTRY BY WELCOMING MORE THAN 2,800 VISITORS

On 30 June and 1 July, Première Vision launched FASHION RENDEZ-VOUS, the first physical event for the upstream fashion industry since the Covid-19 crisis, in an exceptional location - the Grand Palais Éphémère in Paris - 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 players of the fashion industry were eager to get together. Surpassing the organizers' expectations, more than 2,800 visitors and nearly 200 exhibitors gathered during these two days, attesting to the importance of re-launching business and networking in order to support the recovery of the industry and build the fashion of tomorrow.

**The market's expectations were actually real:** some - industries and manufacturers - were waiting to present their new developments to the market and to meet new potential customers; others - buyers and designers - really needed to rediscover the touch and emotion of the materials, to discover new suppliers and to be inspired for the creation of their next autumn winter 22-23 collections.



### **Gilles Lasbordes, General Manager of Première Vision :**

*“On the 1<sup>st</sup> of July, we closed our first recovery event with 2,812 visits, thus exceeding our forecasts. The very high-quality attendance was well distributed between the two days of the show, and although French buyers were in the majority, international buyers, less present than usual due to sanitary constraints as we had anticipated, accounted for a significant part of the visitors. We were very happy to welcome Italian, Belgian, Spanish, Dutch, and German buyers.*”

*The show was very beautiful in the Grand Palais Éphémère, which we almost inaugurated! And the industry seemed happy to finally be in Paris, and what's more in this exceptional place.*

*This recovery is encouraging for the whole sector. And for our part, we're continuing digitally, this time with the Digital Denim Week, then physically with Première Vision New York, Première Vision Sport (Portland & Boston), Made in France Première Vision, and Première Vision Paris, which will be both physical and digital. See you soon!”*





With a one-shot format adapted to the time period and market demand, the **PREMIÈRE VISION FASHION RENDEZ-VOUS** featured:

- ▶ **An international offer of 194 exhibitors, all of whom meet Première Vision's selection requirements.** Among the countries represented at the event were France, Italy, Spain, Portugal, Japan, Turkey, Germany, Austria, Bulgaria.
- ▶ **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.
- ▶ **2,812 targeted visitors, 87% of whom were French, but also international (and mainly European),** with Italy, Belgium, Spain, Germany, the Netherlands, the USA, Poland, the United Kingdom and Portugal in the top 10, in that order.

→ □ *To guarantee the best working conditions for the professionals, FASHION RENDEZ-VOUS was organized in compliance with the health constraints in force.*

## **NEXT PREMIÈRE VISION'S SHOWS:**

### **THE DIGITAL DENIM WEEK BY DENIM PREMIÈRE VISION**

a 100% digital event from 5 to 9 July 2021 ([www.premierevision.com](http://www.premierevision.com))

### **PREMIÈRE VISION NEW YORK**

20 & 21 July 2021 (*Center415*)

### **MADE IN FRANCE PREMIÈRE VISION**

8 & 9 September 2021 (*Carreau du Temple, Paris*)

### **PREMIÈRE VISION PARIS**

21, 22 & 23 September 2021

a hybrid event with two simultaneous and complementary events:

- A physical show at Parc des Expositions de Paris Nord-Villepinte (Halls 1, 2, 3 & 4)
- A Digital Show on the Première Vision website [www.premierevision.com](http://www.premierevision.com)

### **PV SPORT IN PORTLAND**

29 & 30 September 2021 (*Oregon Convention Center*)

### *NEW:* **PV SPORT IN BOSTON**

4 & 5 October 2021 (*Hynes Convention Center*)

### **PREMIÈRE VISION SHENZHEN**

from 13 to 15 October 2021 (*Shenzhen Convention & Exhibition Center - Futian*)

### **DENIM PREMIÈRE VISION**

13 & 14 October 2021 (*Supertsudio Più, Milan*),  
a physical and digital event.

### **BLOSSOM PREMIÈRE VISION**

7 & 8 December 2021 (*Carreau du Temple, Paris*)

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