



## PRESS RELEASE: SHOW REPORT

Thursday February 17, 2022

8 – 10 FEBRUARY 2022  
PARIS NORD - VILLEPINTE

PREMIÈRE**Vi**sion  
*The art & heart of fashion*

## PREMIÈRE VISION PARIS A SUCCESSFUL EDITION MARKS THE SECTOR'S REVIVAL, AND RISES TO THE CHALLENGES OF TOMORROW'S FASHIONS.

Première Vision Paris, the leading trade show for the upstream global creative fashion industry, takes stock of its latest hybrid edition, which featured a trade show on February 8, 9 & 10 at Paris Nord Villepinte and an online Digital Week hosted on its website from February 7 to 11.

The dual physical and digital edition succeeded in bringing together the market's major players around the key issues driving fashion at this time of economic recovery for the sector. With over 74,600 visitors - including 60% international - attendance was up 18% compared to the September 2021 event, attesting to Première Vision's central role in the creative fashion industry.

On the program at this latest edition was a selective offer centered on the latest developments from 1,080 exhibitors - including 63 new companies - from 41 countries, accessible at the Villepinte show and online on the Première Vision Marketplace. In addition to the offer and the opportunities for meetings and discussions between buyers and suppliers, forums and fashion inspiration spaces at the show, including a 3D forum and an online *Live Sourcing* experience, helped guide professionals in building their spring-summer 23 collections. Finally, this session marked the return of a series of 20 conferences, including fashion seminars, at the physical show as well as a selection of online Digital Talks. Videos of the conferences can be watched by visiting: [\*\*REPLAYS OF THE TALKS\*\*](#).





As at the hybrid event, the number of visitors to the physical event - with 21,300 professionals in attendance - was up sharply (+24% vs. September 21), with a higher proportion of international visitors than last September (57% of the total vs. 53%). The top 10 visitor countries were mainly European, with a good increase in the number of Italian visitors and a spectacular rise in the number of visitors from Spain and the United Kingdom, whose visitors doubled since the September event. Outside of Europe, visitors from Turkey and the United States were back, while travel restrictions continued to impact professionals from Asian countries (Korea, Japan, China).

For its part, the Digital Week also broadened its audience, registering 63% international visitors at a time when health restrictions remain strong. On the Première Vision Marketplace, the number of page-views for the e-shops of exhibitors registered for this edition totaled 61,725, compared to 60,124 last September.

All these indicators validate the resilient, hybrid format of the event, which the organizers have continually evolved to better respond to market expectations.



«Première Vision Paris wraps up an encouraging edition in terms of the sector's outlook for recovery. The show confirmed the important role played by events of its kind in supporting the business of industry professionals: Première Vision not only successfully maintained its flagship event despite a still uncertain context, but also offered a model to unite the sector and facilitate the contacts that are so indispensable to the industry's business recovery,»  
said Gilles Lasbordes, *General Manager of Première Vision.*

The results of this edition point to a positive outlook for next July's show, which, in addition to new features, aims to welcome the return of the major international markets (Asia/USA), after this season's upturn in visitors from the UK and the main European countries. In its role as a guide for the entire industry, Première Vision Paris will bring together creative proposals increasingly focused on sustainability, both in its Smart Creation space, which showcases innovations designed to foster more responsible fashions, and in the entire offer presented by its exhibitors. The next edition will also mark the return of Maison d'Exceptions, an exclusive space bringing together the ultimate in creative savoir-faire for the international luxury industry, which will go from being an annual event held in February to a biannual one.

#### Some of those attending:

A.P.C / ACNE STUDIOS/ AGNÈS B./ ALEXANDRE VAUTHIER/ ALEXIS MABILLE/ AMI PARIS/ AZZEDINE ALAÏA/ BA&SH/ BALENCIAGA/ BALIBARIS/ BALMAIN/ BERLUTI/ BON MARCHÉ/ BONPOINT/ CARTIER/ CELINE/ CELIO/ CHANEL/ CHLOÉ/ CHRISTIAN DIOR/ CHRISTIAN LOUBOUTIN/ COMME DES GARÇONS/ COMPTOIR DES COTONNIERS/ COPERNI/ COURREGES/ DECATHLON/ ELSA SCHIAPARELLI/ ERES/ FAGUO/ FATHER AND SONS/ FIGARET/ GALERIES LAFAYETTE/ GÉRARD DAREL/ GIVENCHY/ GOYARD/ HEIMSTONE/ HERMES/ IKKS/ ISABEL MARANT/ JACADI/ JACQUEMUS/ JEAN PAUL GAULTIER/ JEAN PATOU/ JEROME DREYFUS/ JULES/ KENZO/ LACOSTE/ LANCEL/ LANVIN/ LE COQ SPORTIF/ LEON & HARPER/ LE SLIP FRANÇAIS/ LE TANNEUR/ LOEWE/ LONGCHAMP/ LOUIS VUITTON/ MAISON BALZAC/ MAISON KITSUNÉ/ MAISON MARGIELA/ MAISON RABIH KAYROUZ/ MAJE/ MARINE SERRE/ MAZARINE/ MELLOW YELLOW/ MICHEL VIVIEN/ MONOPRIX/ MOYNAT/ MUGLER FASHION/ MULBERRY/ NINA RICCI/ OFFICINE GENERALE/ PACO RABANNE/ PETIT-BATEAU/ PRINTEMPS/ PYRENEX/ REPETTO/ SANDRO/ SEZANE/ ST DUPONT/ VALENTINE GAUTHIER/ VANESSA BRUNO/ VEJA/ YVES SAINT LAURENT/ ZADIG ET VOLTAIRE

# 2022 CALENDAR

## **Made in France Première Vision**

30 & 31 March 2022

Carreau du Temple, Paris

## **Denim Première Vision Berlin**

17 & 18 May 2022

Arena Berlin, Allemagne

## **Première Vision Paris**

5, 6 & 7 July 2022 - Parc des Expositions de Paris Nord Villepinte

4-8 July 2022 – Digital Week sur [www.premierevision.com](http://www.premierevision.com)

## **Fashion Rendez-Vous**

7 & 8 September 2022

Carreau du Temple, Paris

Visit the website [www.premierevision.com](http://www.premierevision.com) now  
to discover the creations of the Première Vision Paris exhibitors  
as well as the fashion team's seasonal decodings, featuring a 3D Forum and in-depth articles.

Also online, find photos from the show and a summary of Spring Summer 23 trends  
in the **press area of the Première Vision website**,  
and watch all the Digital Talks by going to the **REPLAYS OF TALKS**.

# CONTACTS

PREMIÈRE VISION

**Igor Robinet-Slansky**

Press Officer

T. +33 (0)1 70 38 70 30

M. +33 (0)6 42 06 31 02

[i.robinet@premierevision.com](mailto:i.robinet@premierevision.com)

**Claudie Le Souder**

Marketing & Communication Director

M. +33 (0)6 85 80 67 33

[c.lesouder@premierevision.com](mailto:c.lesouder@premierevision.com)

MONET + ASSOCIÉS

+33 (0)4 78 37 34 64

**Véronique Bourgeois**

+33 (0)6 64 22 55 56

[vb@monet-rp.com](mailto:vb@monet-rp.com)

**Justine Dupuis**

+33 (0)6 98 98 95 80

[jd@monet-rp.com](mailto:jd@monet-rp.com)

2<sup>e</sup> BUREAU

+33 (0)1 42 33 93 18

**Sylvie Grumbach**

[sylvie.grumbach@2e-bureau.com](mailto:sylvie.grumbach@2e-bureau.com)

**Marie-Laure Girardon**

+33 (0)6 82 40 73 27

[m.girardon@2e-bureau.com](mailto:m.girardon@2e-bureau.com)

[paris.premierevision.com](http://paris.premierevision.com)

PREMIÈRE**ViSiON**  
*The art & heart of fashion*