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## PRESS REPORT

12 JULY 2022

5 – 7 JULY 2022

PARIS NORD - VILLEPINTE

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

**PREMIÈRE VISION PARIS BRINGS TOGETHER  
OVER 23,000 VISITORS FOR A STRONG EDITION  
AND CONFIRMS A CHANGE OF CALENDAR  
HIGHLY ANTICIPATED BY THE FASHION INDUSTRY**

From July 4 to 8, Première Vision Paris presented its first early edition dedicated to the Fall-Winter 2023-24 collections: a physical show at the Parc des Expositions, Paris Nord Villepinte (July 5-7), complemented by a digital show accessible online (July 4-8).

Historically held in September, Première Vision Paris continues to build on its success with its new summer positioning. Designed to better cater to the evolving cycles of the fashion industry, as well as to the needs of manufacturers, **this calendar change has won the market's approval**. A 32% growth in the creative offer (vs. September 2021), the return of international visitors, and the industry's reinforced commitment to eco-responsibility issues addressed by Première Vision all confirm the event's strategic choices.

The physical edition, which attracted **23,377 visitors** (+37% vs. September 2021 and +10% vs. February 2022), underlines the positive momentum of the event, with a solid turnout, especially on its first day, despite rail and air strikes, and despite a call for telecommuting issued by the SNCF (France's national railway) to its users.

*«We are pleased to have finally been able to respond to market demand with a new agenda that has been brought forward by two months. The creativity of our offer, the energy of our visitors, the return of distant markets, the challenge of eco-responsibility, and the success of the new services we offer are all strong and encouraging signs that we are able to sustain our activity despite the current context,»* confirms Gilles Lasbordes, General Manager of Première Vision.

## Growing Visitor Numbers

**With international attendance at 69%, and a notable return of the United States and Korea, respectively in the Top 10 and Top 15 positions, international buyers turned out to discover the ultra-premium collections of 1,200 exhibitors.** This growing creative offer (+32% vs. September 2021 and +10% vs. February 2022) also had a strong international dimension, with exhibitors coming mostly from Europe—with Italy in the lead, followed by France, the United Kingdom, Spain, Portugal, and Germany...—as well as from the Mediterranean basin—Turkey, Morocco, Tunisia...—and from Asia—Japan, Korea, India...

In a context where, in addition to the still latent health crisis, we now face an unstable international situation related to the war in Ukraine, which affects all markets in terms of business and industrial factors (rising raw material prices, supply difficulties, logistics, etc.), this growth both in attendance and offer around a brand-new calendar reflects the fashion industry's solid confidence in the Première Vision Paris show.

## Eco-Responsibility at the Heart of Our Concerns

At a time when 90.5% of consumers intend to change the way they buy clothing in the coming years to better integrate eco-responsibility criteria\*, **Première Vision continues to support the sector's players in their environmental and social transition** through a complete system that has once again been expanded: The Smart Creation space, the Eco-Innovation Forum, the Trend Tasting Eco-Innovation seminar, conferences dedicated to the challenges of eco-responsible fashion, the Eco-Entrance educational space (Hall 4 entrance), educational content...

### They were there:

AGNES B / AIGLE / ALEXANDER MCQUEEN / ALEXANDRE VAUTHIER / AMI / APC / AZZEDINE ALAIA / BA&SH / BALENCIAGA / BALMAIN / BARBARA BUI / BENETTON / BERLUTI / BERSHKA / BESTSELLER / BOTTEGA VENETA / BULGARI / BURBERRY / C&A / CALVIN KLEIN / CALZEDONIA / CARHARTT / CELINE / CELIO / CHANEL / CHLOE / CHRISTIAN DIOR / CHRISTIAN / LOUBOUTIN / CLAUDIE PIERLOT / COACH / COMME DES GARCONS / COPERNI / COS / COURREGES / DE FURSAC / DECATHLON / DIANE VON FURSTENBERG / DIESEL / DRIES VAN NOTEN / EL CORTE INGLES / ELSA SCHIAPARELLI / EMANUEL UNGARO / ERES / ERIC BOMPARD / ERMENEGILDO ZEGNA / ETAM / ETUDES STUDIO / FAGUO / FENDI / FIGARET / FUSALP / GALERIES LAFAYETTE / GIORGIO ARMANI / GIVENCHY / GOYARD ST HONORE / GUCCI / H&M / HERMES / HUGO BOSS / IKKS / INDITEX / ISABEL MARANT / J. CREW / JACQUEMUS / JEAN PATOU / JEAN PAUL GAULTIER / JEROME DREYFUSS / JIMMY CHOO / JM WESTON / JULES / KARL LAGERFELD / KENZO / KERING / LA REDOUTE / LACOSTE / LANCEL / LANVIN / LE BON MARCHE / LE COQ SPORTIF / LE TANNEUR ET CIE / LIBERTY LONDON / LOEWE / LONGCHAMP / LOUIS VUITTON / LULULEMON / LVMH / MAISON BALZAC / MAISON KITSUNE / MAISON LABICHE / MAJE / MARGIELA / MARINE SERRE / MARKS & SPENCER / MASSIMO DUTTI / MICHAEL KORS / MONCLER / NEW BALANCE / OFF WHITE / OFFICINE GENERALE / PAUL SMITH / PETIT BATEAU / PRADA / PRINTEMPS / RALPH LAUREN / RICHEMONT / SAINT LAURENT / SALOMON / SALVATORE FERRAGAMO / SAMSØE SAMSØE / SEZANE / STELLA MCCARTNEY / SUPREME / TOD'S / TOMMY HILFGER / VALENTINO / VEJA / VERSACE / VICTORIA BECKHAM

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\*Study conducted in 2022 by Première Vision with the Institut Français de la Mode

## PREMIÈRE VISION PARIS IN FIGURES

### THE PHYSICAL SHOW (JULY 5-7)

#### Visitors:

- **23,377 visitors** over 3 days—buyers, stylists, designers, production managers, fashion and accessories brand managers...
- **+37%** vs. September 2021
- **+10%** vs. February 2022

#### Attendance by Region:

- **69% international visitors**, a strong increase compared to the editions of February 2022 (57% international visitors) and September 2021 (23% international visitors).
- **31% French visitors**.
- **118 visiting countries**, among which a **majority of Europeans**, with the return in great numbers of British visitors alongside Italians, in the lead position, followed by France, Germany, Belgium, Spain, Portugal, and the Netherlands ... as well as a **growing number of non-Europeans** mainly from the United States, Asia (South Korea, India, Japan), and Turkey.

### THE DIGITAL SHOW (JULY 4-8)

Complementing the physical show, the online edition of Première Vision Paris was held from July 4 to 8 on the Première Vision website and marketplace.

#### The Première Vision Marketplace:

- **45,735 visitor sessions**
- **47,715 e-shop pages visited**

### CONTENT, PHOTOS, CONFERENCES

Visit the [Première Vision website](#) now to discover **the creations of Première Vision Paris exhibitors and the fashion team's seasonal insights** via a 3D Forum, dedicated articles and digital seminars.

You can also find all the **conferences** held during the show online, available **in replay**.

**Don't forget to log in to [the press area of the Première Vision website](#) to access:**

- All **press releases**;
- Downloadable **photos** of the latest edition of the salon;
- A **summary of Fall-Winter 23-24 trends** produced by the Première Vision fashion team.

## UPCOMING PREMIÈRE VISION EVENTS:

On September 7 and 8, Première Vision is organizing its brand-new salon, Fashion Rendez-Vous, at the Carreau du Temple, in the heart of Paris. This new event complements the July edition of Première Vision Paris, Première Vision's flagship event, which, following the new calendar adopted and implemented by the group in 2022, was held for the first time from July 5 to 7 at the Parc des Expositions, Paris Nord Villepinte.

### PREMIÈRE VISION NEW YORK

19 & 20 July 2022  
Center 415, New York, USA

### FASHION RENDEZ-VOUS

7 & 8 September 2022  
Carreau du Temple, Paris

### PREMIÈRE VISION SHENZHEN

17, 18 & 19 October 2022  
Shenzhen Convention & Exhibition Center (Futian), China

### DENIM PREMIÈRE VISION - MILAN

23 & 24 November 2022  
Superstudio Più, Milan, Italie

### BLOSSOM PREMIÈRE VISION

14 & 15 December 2022  
Carreau du Temple, Paris

### PREMIÈRE VISION PARIS

7, 8 & 9 February 2023 - Parc des Expositions de Paris Nord Villepinte  
6–10 February 2023 – Digital Week sur [www.premierevision.com](http://www.premierevision.com)

### PREMIÈRE VISION NEW YORK

January 2023  
Center 415, New York, USA

### MADE IN FRANCE PREMIÈRE VISION

28 & 29 March 2023  
Carreau du Temple, Paris

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