



PRESS REPORT
20 DECEMBER 2022

14 & 15 DECEMBER 2022
CARREAU DU TEMPLE, PARIS

PREMIÈREVISION
The art & heart of fashion

BLOSSOM.PREMIEREVISION.COM

WITH 1 356 QUALITY VISITORS BLOSSOM PREMIÈRE VISION MET ITS TARGET, AND REAFFIRMED ITS LUXURY AND BUSINESS POSITIONING

On December 14 and 15, at the Carreau du Temple in Paris, Blossom Première Vision presented its 10th edition, dedicated to pre-collections of materials for creative fashion and accessories brands for the Spring-Summer 24 season.

The event was marked by the quality of the visitors, a solid business atmosphere, and was in keeping with the show's business and high-end positioning.

With 1,356 visitors, including some of the leading players in the luxury and high-end creative fashion sectors, Blossom Première Vision has indeed met its target. This audience was slightly down compared to the December 2021 edition (1415 visitors, -4%), but up sharply compared to the pre-pandemic period.

The number of international visitors is also on the rise. Originating from 37 countries, led by Italy, Belgium, the United Kingdom, Spain, the United States, the Netherlands, Denmark, Switzerland and Turkey, international visitors represented 26% of the total attendance, compared to 15% a year ago.

The business dynamics of this last edition was based on a selective offer of high creative quality, proposed by 101 international suppliers of fabrics (72 weavers), leather (17 tanners), and accessories (12 manufacturers), originating from France (27), Italy (62), Japan (3), Germany (1), United Kingdom (1), Portugal (3), Spain (3) and Turkey (1).

THEY WERE THERE

AGNES B / ALEXANDRE VAUTHIER / APC / BALENCIAGA / BALMAIN / BARBARA BUI / BERLUTI /
BURBERRY / CARVEN / CELINE / CHANEL / CHLOE / CHRISTIAN DIOR / CHRISTIAN LOUBOUTIN /
COMME DES GARÇONS / COURREGES / DICE KAYEK / ERMENEGILDO ZEGNA / GIVENCHY / HERMES /
ICICLE / ISAAC REINA / ISABEL MARANT / JACQUEMUS / JEAN PATOU / JEAN PAUL GAULTIER / JEROME
DREYFUSS / JOSEPH / KENZO / LANVIN / LEMAIRE / LOEWE / LONGCHAMP / LORO PIANA / LOUIS
VUITTON / LUDOVIC DE SAINT SERNIN / MAISON KITSUNE / MAISON MARGIELA / MUGLER / NINA
RICCI / OFFICINE GENERALE / PAUL & JOE / PAULE KA / PIERRE CARDIN / PRADA / RICK OWENS /
SAINT LAURENT / TOD'S / VANESSA BRUNO / VERONIQUE LEROY / VIVIENNE WESTWOOD / Y PROJECT



PREMIÈRE VISION'S NEXT SHOWS

Première Vision Paris

7, 8 & 9 February 2023 - Parc des Expositions de Paris Nord Villepinte
Paris, France

Première Vision New York

17 & 18 January 2023
Center 415, New York, USA

Made in France Première Vision

29 & 30 March 2023
Carreau du Temple, Paris

Denim Première Vision

31 May & June 1st, 2023
Arena Berlin, Germany

Première Vision Paris

4, 5 & 6 July 2023 - Parc des Expositions de Paris Nord Villepinte
Paris, France



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