



## PRESS REPORT

14 FEBRUARY 2023

7 — 9 FEBRUARY 2023

PARIS NORD - VILLEPINTE

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

**34,550 VISITORS, 70% INTERNATIONAL, 1,246 EXHIBITORS:  
PREMIÈRE VISION PARIS BRINGS  
A DYNAMIC FEBRUARY SHOW TO A CLOSE,  
AND OPENS NEW PERSPECTIVES  
FOR THE FASHION INDUSTRY  
WITH ITS JULY EDITION**

The fashion industry was out in force on February 7, 8 and 9 for the latest edition of Première Vision Paris at the Parc des Expositions, Paris Nord Villepinte.

A total of 34,548 visitors, including 70% international attendees from 118 countries, turned out to discover complementary, creative and renewed offers from 1,246 exhibitors for the Spring-Summer 24 season, representing increases of 48% compared to the July 2022 edition (23,377 visitors) and 62% versus the February 2022 edition (21,303 visitors).

PV Paris confirms its position as a leader and a unifying force for a fashion industry in search of inspiration and efficient sourcing solutions to produce creative, innovative and sustainably designed collections. The show offered a wider range than ever of tools and services to guide brands and buyers in their search for suppliers. The Smart Creation area proved highly popular, with its reinforced offer and a system designed to better inform professionals and provide them with concrete sustainable sourcing and production solutions.

These commitments will be put into action even more powerfully in the next edition of the show, on July 4, 5 and 6, 2023, to help the industry adapt to the international fashion market context and meet the challenges of the sector's transformation:

- To support the industry in its **ecological transition and in the context of new environmental and social regulations**;
- To respond to **evolving sourcing behaviors and the needs of professionals — suppliers and buyers** — while continuing to inspire, guide and stimulate them in their creative process.

To accompany those evolutions as closely as possible, PV Paris will offer **a new, completely redesigned event organized around 4 main themes**:

1. **Eco-responsibility** as the new paradigm at the heart of the show's renewed positioning and offer, with clear and instructive guidelines designed to identify the most suitable suppliers in terms of environmental and social commitments.
2. **A new layout** for the PV Paris "city" spread over 4 halls; a redesigned textile sector divided along several major geographical supply chain zones; and the creation of a HUB dedicated to innovation, sustainability, and digital technologies, with talks by expert speakers.
3. **The (r)evolution of fashion information** and trend forums, balancing inspirational standpoints and sourcing solutions.
4. A new **service policy for buyers** so their experience of the show is as clear and effortless as possible.

➤ Find out all the details about the new direction at Première Vision Paris [in this dedicated press release](#).

## KEY FIGURES FOR PREMIÈRE VISION PARIS

- **34,548 visitors (70% international)**: buyers, stylists, designers, production managers, brand managers for fashion and accessories...
- **Attendance increased +48%** vs. July 2022 and **+62%** vs. February 2022.
- Visitors came from **118 countries**, led by the following 15 most-represented countries in ranking order:
  - France, Italy, United Kingdom, Turkey, Spain, Germany, Netherlands, Belgium, Portugal, United States, China, South Korea, Japan, India, Switzerland.
- **A creative and qualitative offer from 1,246 exhibitors** (+10% vs. July 2022 and +25% vs. February 2022): spinners, weavers, tanners, designers, manufacturers of accessories and components, garment makers.
- **5 fashion inspiration forums** to support buyers with their sourcing needs: *Essentials Forum*, *Eco Innovation Forum*, *Decoration Forum*, *Leather Forum*, *Designs Area*.
- **A Smart Creation area** (55 exhibitors) dedicated to sustainable innovations — materials, production and services — complemented by a new Smart Tech zone (20 companies) focused on technological and digital solutions to help guide the sector's ecological and digital transition.
- **20 expert talks and conferences** to explore and accompany the industry in its current and future challenges: ecological transition, digitalization...

### THEY ALL CAME...

& OTHER STORIES / ACNE STUDIOS / AGNELLE / AGNES B / AIGLE / ALEXANDER MCQUEEN  
ALEXANDRE VAUTHIER / ALEXIS MABILLE / AMAZON / AMI PARIS / APC / ARKET / ASOS  
AUBADE / AZZEDINE ALAIA / BA&SH / BALENCIAGA / BALIBARIS / BALMAIN / BARBARA BUI  
BARBOUR / BEAUMANOIR / BENETTON / BENSIMON / BERENICE / BERLUTI / BOTTEGA  
VENETA / BULGARI / BURBERRY / CALVIN KLEIN / CARHARTT / CARTIER / CARVEN / CELINE  
CELIO / CHANEL / CHANTELE / CHEVIGNON / CHLOE / CHRISTIAN DIOR / CHRISTIAN  
LOUBOUTIN / CLAUDIE PIERLOT / CLERGERIE / COACH / COMME DES GARCONS / COMPTOIR  
DES COTONNIERS / CONVERSE / COS / COURREGES / DE BONNE FACTURE / DE FURSAC  
DECATHLON / DESIGUAL / DIESEL / DOLCE & GABBANA / DRIES VAN NOTEN / EL CORTE  
INGLES / ELSA SCHIAPARELLI / EMANUEL UNGARO / EMILIO PUCCI / ERAM / ERE  
ERIC BOMPARD / ERMENEGILDO ZEGNA / ETAM / ETUDES STUDIO / FAGUO / FENDI / FIGARET  
FRANCESCO SMALTO / GALERIES LAFAYETTE / GANT / GERARD DAREL / GIORGIO ARMANI  
GIVENCHY / GOYARD ST HONORE / GUCCI / GUESS / H&M / HERMES / HOGAN / HUGO BOSS  
ICICLE / INDITEX / ISABEL MARANT / JACADI / JACQUEMUS / JEROME DREYFUSS / JM WESTON / JW  
ANDERSON / KENZO / KERING / LA REDOUTE / LACOSTE / LANCEL / LANVIN / LE BON MARCHE / LE COQ  
SPORTIF / LE SLIP FRANCAIS / LOEWE / LONGCHAMP / LOUIS VUITTON / LUDOVIC DE SAINT SERNIN  
LULULEMON / LVMH / MAISON BALZAC / MAISON KITSUNE / MAJE / MANGO / MARINE SERRE / MICHAEL  
KORS / MONOPRIX / MUGLER / NINA RICCI / OFFICINE GENERALE / PETIT BATEAU / PHOEBE PHILO  
PIERRE HARDY / POLENE / PRADA / PRINTEMPS / RALPH LAUREN / REPETTO / RICK OWENS / ROSSIGNOL  
SAINT LAURENT / SALOMON / SALVATORE FERRAGAMO / SANDRO / SEZANE / SŒUR / SONIA RYKIEL  
ST DUPONT / STELLA MCCARTNEY / SUPREME / THE KOOPLES / THE NORTH FACE / TOM FORD  
TOMMY HILFIGER / UNIQLO / URBAN OUTFITTERS / VALENTINE GAUTHIER / VALENTINO / VANESSA  
BRUNO / VEJA / VERSACE / VICTORIA BECKHAM / VICTORIA'S SECRET / VIVIENNE WESTWOOD / ZARA



## RELIVE THE SHOW EXPERIENCE

Head to the [Première Vision website](#) to rediscover the main takeaways from the latest edition of PV Paris.

Starting February 14, you can discover:

- Every talk and conference (except for Trend Tastings seminars) in replay.
- 3D visits of the Leather and Essentials forums.
- A **Live Sourcing video** presented by the Première Vision fashion team and featuring **the trends** and key products from the **Eco-Innovation forum**.

Starting February 21, you will find:

- Our complete analytical reports for the season, published in the PV online magazine.
- A downloadable **Season Report**, which will include analysis of the season's top trends, the Trend Tastings replay, key products for Spring-Summer 24, and virtual visits of the forums...
- **Replays of the Trend Tastings fashion seminars**
  - Please note that this *Season Report* will first be sent to the visitors of the show.

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

- Every **press release**;
- Downloadable **photos** of the latest salon;
- The **Spring-Summer 24 trend summary** produced by the Première Vision fashion team.



## UPCOMING PREMIÈRE VISION EVENTS

### **Made in France Première Vision**

29 & 30 March 2023

Carreau du Temple, Paris

### **Première Vision Shenzhen**

26 – 28 April 2023

Shenzhen World Exhibition & Convention Center, China

### **Denim Première Vision**

31 May 31 & 1 June 2023

Arena Berlin, Germany

### **Première Vision Paris**

4, 5 & 6 July 2023

Parc des Expositions, Paris Nord Villepinte

### **Fashion Rendez-Vous Première Vision**

13 & 14 September 2023

Grand Palais Éphémère, Paris

# CONTACTS

## PREMIÈRE VISION

### **Igor Robinet-Slansky**

Press Manager

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

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

i.robinet@premierevision.com

### **Claudie Le Souder**

Chief Marketing & Communications Officer

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

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

### **Justine Dupuis**

+33 (0)6 98 98 95 80

jd@monet-rp.com

## 2<sup>e</sup> BUREAU

+33(0)1 42 33 93 18

### **Sylvie Grumbach**

sylvie.grumbach@2e-bureau.com

### **Marie-Laure Girardon**

+33(0)6 82 40 73 27

m.girardon@2e-bureau.com

## REPRESENTATIVE IN GERMANY EXALIS

### **Mayouri Sengchanh**

+49 30 5546208

m.sengchanh@premierevision.com

sengchanh@exalis.de

paris.premierevision.com

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