

PV
PARIS

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

PREMIÈRE VISION PARIS
RETURNS IN JULY WITH A NEW FORMAT
FOCUSED ENTIRELY
ON SUSTAINABLE FASHION

Première Vision Paris is evolving to meet the challenges of the sector's transformation, driven by the transition to sustainability, regulatory changes, the impact of the public health crisis on clothing consumption, the implications of the geopolitical crisis, the new needs of brands and buyers, adaptation strategies for supply chains, and the new challenges facing manufacturers.

The July 2023 edition will open its doors on a new event that has been completely revamped to keep pace with the industry's changing landscape. New features include:

1. **Environmental sustainability** as the new paradigm at the heart of this event's repositioning and offer.
2. **A new urban concept** for the PV Paris «city» and the creation of an innovation Hub.
3. **A (r)evolutionary approach to fashion information** and trend forums.
4. A new **service policy for buyers**.

After adapting its schedule in 2022, Première Vision Paris now takes a new direction in order to better align with evolutions in the global fashion market.



«Our privileged relationship with the manufacturers and brands has enabled us to work hand in hand to build, test and adapt a strategy that renews the show's set-up and services, and to accompany the industry's ecological transition.

For many months, Première Vision and its teams have developed this plan internally. It represents a true challenge, and its implementation will be gradual, particularly with respect to eco-responsibility. We believe that our role has evolved, too: as the leading global platform for meetings, business and communication for the fashion industry, we also proactively offer solutions for the sector.»

Gilles Lasbordes,
General Manager of Première Vision.

I. ENVIRONMENTAL RESPONSIBILITY AT THE HEART OF THE SHOW'S NEW MODEL AND ITS REVAMPED OFFER

Today, fashion is at a turning point. It must accelerate adaptation in order to meet sustainability standards now and in the future, and integrate stronger national, European and international regulations mandating greater transparency from players across the sector.

To best achieve and communicate about environmental transition, brands and suppliers now must strengthen their collaborative approach and share as much information as possible, with full transparency. Traceability can only be achieved through the collection and exchange of concrete data throughout the production process, from raw materials to finished products.

As a true partner for the fashion sector and its development, and as a catalyst for bringing together upstream and downstream players, Première Vision's role is to make a strong contribution to transforming the relationship between manufacturers and clients.

In addition to initiatives undertaken since 2015, including the Smart Creation platform, Première Vision Paris today is repositioning its offer to better accompany the evolution of the fashion industry's model and:

FOR MANUFACTURERS:

- **Valorize current and future investments and initiatives**, which are both competitive and creative advantages;
- **Contribute to developing business through new tools** for communicating about sustainable initiatives.

FOR BUYERS:

- **Analyze the sustainability landscape** of the industry and its actors;
- **Facilitate the sourcing of materials and the search for committed partners** thanks to a simple, clear, serious and certified guide to the sustainable offer on show;
- **Present an informative approach** to offers and materials;
- **Offer a set of content and services** dedicated to creation and production that are both socially and environmentally responsible.

1. A NEW TOOL FOR UNDERSTANDING SUSTAINABLE INITIATIVES IN THE MARKET

Première Vision has chosen to prioritize 5 material-related criteria and support a dozen related certifications and labels to provide a simple overview of the various measures manufacturers are taking to become more environmentally and socially respectful.

THE 5 CRITERIA:



SOCIAL INITIATIVES: Better care of people through corporate practices and also in the supply chain.



PRODUCTION SITES IMPACT: Better environmental impacts of the company's production (integrated or outsourced production).



TRACEABILITY: Further traceability of the products.



PRODUCT COMPOSITION: Better composition and materials used: organic, responsible, certified, recycled.



PRODUCT LASTING AND END OF LIFE: Consideration of the end of life in the design of the product, in particularly: durability, reparability, recycling capacity.

Through a **pictogram-based guide**, Première Vision visitors can quickly identify exhibitors' socially and environmentally sustainable commitments, as well as the eco-responsible qualities of their offer.

A DOZEN LABELS AND CERTIFICATIONS

Criteria determined by **Première Vision** and independent experts are based on 9 labels and certifications selected for their strength on a global scale, including:



This initiative will be expanded progressively on a voluntary basis for exhibitors, for the next edition of the show as well as on the **Première Vision Marketplace**.

A NEW TOOL THAT IS CLEAR AND COMPREHENSIVE

This approach is above all positive and impartial: it does not include rankings or ratings.

The information communicated will be **established on a voluntary basis and will be based on declarations and certifications** provided by each exhibitor. **These will be subject to random annual audits** of a sampling of companies, conducted by an independent firm.

2. CSR AND GSE CRITERIA AT THE HEART OF PREMIÈRE VISION'S VALUES AND ACTIONS

Première Vision's approach to sustainability and innovation goes beyond its commitment to the Smart Creation platform and promoting its exhibitors' sustainable offer. At the heart of Première Vision's values, Corporate Social Responsibility (CSR) is today based on Environmental, Social and Governance (ESG) criteria to analyze and implement effective actions in terms of sustainable development.

Led by 3 main drivers – reduce, recycle & reuse –, Première Vision has implemented a series of initiatives and practices to anchor the company and its collaborators in a more globally eco-friendly approach to its events, to ensure that they are as eco-designed as possible:

- *An offer of stands* that are 100% equipped and which can be reused from one session to the next, whose design takes into account sustainable choices in terms of materials, manufacturing, transport, storage and end of life.
- *Choice of LED lighting* to optimize energy consumption.
- *Eco-designed forums*: choice and optimization of the use of materials; guidance regarding good construction practices for better quality reuse of the structures...
- *More sustainable signage*: abandoning the use of canvas in favor of an ecological support made from recycled plastic bottles; using new generation adhesives with solvent-free glues; improving the ink used on all materials.
- *Carpet recycling*: collected, folded, and formatted, carpets are shredded and transformed into granules for the plastics industry.
- *Recycling of siding*: the shredded cotton is used in to make insulating panels.
- *The sorting of wood, plastics, paper, cardboard...* entailing the processing of roughly 60 tons of waste.

- *Recycling*: Première Vision has partnered with the Co-Recyclage company for the reprocessing of furniture and materials used at its shows: structures of the fashion forums, decorations, carpets... In February 2022, more than 11 tons of wood from the forums were recycled and 8 tons from the various decorations were given a second life.
- *Redistribution of unsold food*: in partnership with VIParis, manager of the exhibition venues, Première Vision organizes the daily recovery of unsold food from the show's catering areas. It is then redistributed in a short circuit to food banks such as that of the Red Cross.

PREMIÈRE VISION, MEMBER OF PARIS GOOD FASHION

Première Vision is a member of the Steering Committee of the Paris Good Fashion association, whose main objective is to make Paris THE capital of responsible fashion. Paris Good Fashion brings together industry professionals to take concrete action in favor of more eco-designed fashion.

As the only materials-show member, Première Vision has been identified and appointed thanks to the legitimacy of the Smart Creation platform.

Among the major players in this project:

LA FÉDÉRATION PRÊT-À-PORTER – LE SYNDICAT PARIS MODE – LA FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE (FHCM) – LE GROUPE LVMH – LE GROUPE RICHEMONT – CHLOÉ – CHANEL – LE GROUPE KERING – LE GROUPE SMCP – ARIZONA MUSE – L'INSTITUT FRANÇAIS DE LA MODE (IFM) – LE COMITÉ STRATÉGIQUE DE LA FILIÈRE – LA FONDATION ELLEN MACARTHUR – LES GALERIES LAFAYETTE – ALEXANDRE DE BETAK – LA VILLE DE PARIS – L'AGENCE NFP...

II. A NEW SHOW LAYOUT

1. THE REASONS FOR A NEW LAYOUT

After four post-pandemic editions organized in just 3 exhibition halls, Première Vision Paris once again is expanding its offer to 4 halls.

The leather industry again will have a dedicated space in hall 3.

The textile industry will remain in halls 5 and 6, with reconsidered segmentation based on the supply chain's major geographical zones. The aim is to let visitors immediately identify geographical areas for sourcing and manufacturing, thus making it easier to respond to new imperatives in supply chain optimization.

Located in hall 6, a brand-new innovation Hub completes the evolution of the show's layout.

2. THE REORGANIZATION OF THE OFFER ACROSS 4 HALLS

HALLS 3 & 4 ARE FOCUSED ON SAVOIR-FAIRE & KNOW-HOWS

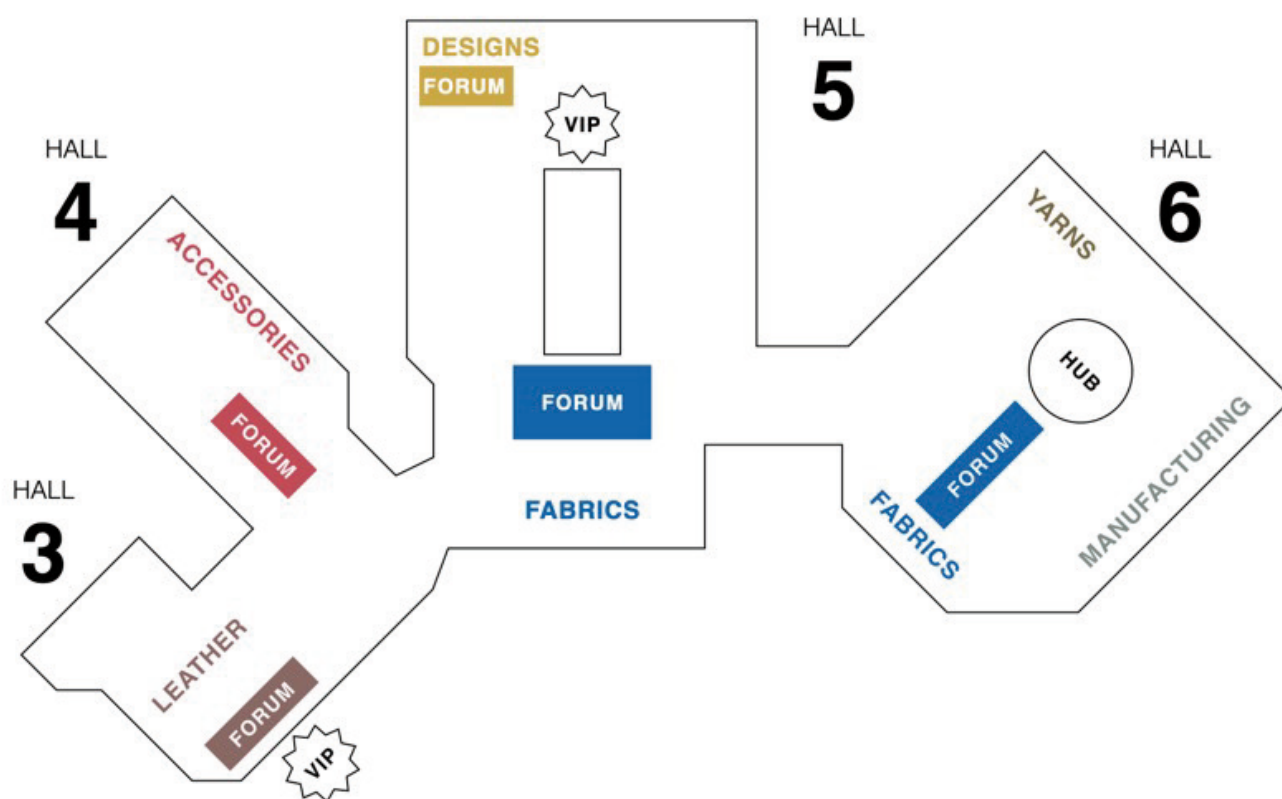
- **HALL 3: LEATHER** : A space conceived like an upscale village, dedicated to the leather industry and tanners' creative and innovative offer.
- **HALL 4: ACCESSORIES** : A hall where accessory manufacturers offer creative components and finishings for leather (hall 3) and clothing industries (halls 5 and 6).

HALL 5 OFFERS AN INSPIRATIONAL AND IMMERSIVE ATMOSPHERE

- **THE EUROPEAN FABRICS SUPPLY CHAIN**: A zone dedicated to European fabric offers, organized by market destination and product category (shirting, casualwear, knitwear, sports, silks...)
- **DESIGN CREATIVITY**: The northern end of the hall is dedicated to creative textiles from studios and designers in the DESIGNS universe.

HALL 6 FOCUSES ON SOURCING SOLUTIONS & THE NEW INNOVATION HUB

- **THE INTERNATIONAL FABRIC SUPPLY CHAIN:** An area dedicated to the international textile offer, with weavers organized by country.
- **THE YARNS OFFER:** Offers from spinners and fiber producers in the YARNS universe, with a strong focus on eco-friendly raw materials.
- **THE MANUFACTURING OFFER:** Production solutions for garment makers in the MANUFACTURING universe.
- **THE INNOVATION HUB:** Hall 6 will feature a new INNOVATION HUB dedicated to eco-responsibility and digital technologies; the entire conference program will be hosted here.



3. FOCUS: THE INNOVATION HUB

A veritable source of information and a place for reflection and exchanging ideas about eco-responsibility, digitalization and technical and technological innovation, the new INNOVATION HUB in hall 6 comprises:

- **The Smart Creation space** dedicated to responsible innovation:
 - Smart Materials (materials and finishes)
 - Smart Services (consulting, certifications, support)
 - Smart Tech (technological and digital solutions)
- **A new area dedicated to upcycling:** exhibitors who wish to do so will be able to present deadstock materials here.
- **Trend forecasters** and trend books (to be confirmed)
- **Services and special events:**
 - A conference area: Presentations by experts and exhibitor pitches
 - Areas for dining, relaxing and networking

III. AN EVOLUTION IN FASHION INFORMATION

In order to better guide professionals and inspire them in their creative choices and purchasing of materials, Première Vision Paris will reorganize its fashion information spaces using three complementary approaches that let visitors immerse themselves in creativity and product innovation:

INSPIRATION FORUM (HALL 5):

This immersive forum reinforces Première Vision's commitment through:

- **Seasonal trend analysis**, delivered through scenography and special events.
- **A transversal selection (Fabrics, Leather, Accessories) of the season's 500 most creative, innovative and striking products.**
- **A seasonal film presentation.**
- **The Première Vision seasonal color story, featuring 5 hit colors and approximately 20 shades in all.**

SOURCING SOLUTIONS FORUM (HALL 6):

This forum will present 1,500 products selected by the Première Vision fashion team using an informative approach to materials. **Divided into 6 complementary zones, the selection** will provide a complete overview of the season and offer sourcing solutions adapted to buyers' needs:

- **SPORT & TECH:** Sport & Outdoor, Lingerie, Swimwear
- **ESSENTIALS:** Knit, Formal, Casual (Denim & Relax), Shirting
- **DECORATIONS:** Prints, Silks, Jacquards, Embroideries, Lace
- **MANUFACTURING:** Coats & Jackets, Softwear, T-shirts, Accessories, Leather Manufacturing, Knitwear, Shirting, Tailoring, Sportswear...
- **ECO-INNOVATIONS AREA:** Première Vision's 6 sustainability criteria, a Smart Creation index, a Yarns index, and a focus on sustainable materials.

3 AREAS DEDICATED TO LEATHER, ACCESSORIES AND TEXTILE CRAFTS:

Three inspiration zones in the LEATHER (Hall 3), ACCESSORIES (Hall 4) and DESIGNS (Hall 5) universes help to guide buyers in terms of specialized sourcing.

IV. A NEW VISITOR SERVICE POLICY

To better serve brands and visitors, whatever the function or size of their company, 9 new services have been implemented progressively over the past year.

These will be strengthened to enhance the visitor experience at PV Paris:

- **A mobile app** offers an effortless guide to the show's new layout.
- **An interactive map.**
- **A QR code on exhibitors' stands** may be scanned to learn more about their businesses and link directly to supplier information in the Première Vision Marketplace.
- **A Fashion Information Desk** (Hall 6) to guide buyers in their choice of materials and suppliers.
- **An Emerging Brands Desk** (Hall 6) to help young brands organize their visit and guide them in their search for materials, depending on their needs, markets and products, in partnership with the Tranoi team.
- **An Eco Information Desk** (Hall 4) to learn more about the show's sustainable offer.
- **Guided tours of the forums in English, French, Italian, Korean (New!), Japanese (New!) and Chinese (New!)** to improve the visitor experience and facilitate exploring exhibitors' stands.
- **Guided tours of the Smart Tech space** in English and French to discover this new sector dedicated to technological and digital innovation.
- Creative and entertaining **relaxation areas**, to re-energize anytime throughout the day.

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 - Paris Nord Villepinte Exhibition Centre

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