



PRESS RELEASE

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CENTER415, NEW YORK

PREMIÈREVISION
The art & heart of fashion



NEW YORK

PREMIÈRE VISION NEW YORK:
**INSPIRATION, CREATIVITY AND SUSTAINABILITY
AT THE HEART OF A DYNAMIC EDITION**

Première Vision started off the year 2023 with a bang at Center415 in the heart of the New York Fashion District. For 2 days straight, Premiere Vision happily opened its doors to over 150 exhibitors and almost 2,000 visitors. With a reopened city post COVID, PV New York was ready to bring back its highly eclectic and energetic vibe.

Fashion professionals kept the 2024 Spring and Summer season in mind while looking for fresh, innovative, and sustainable materials to integrate into their collections. Of course, in fashion, color is key. As per usual, Premiere Vision aims to help all players in the fashion game elevate their brand through providing our SS '24 Color Range which contains the predicted colors and trends for the upcoming seasons. Intense pigments get specific attention this season as they make a bold statement and conjure the mood of the '80s. Exotic and saturated colors, such as Klein Blue and Orange Glow, create sophisticated and sensual summer harmonies. This edition highlights quality, harmonious contrast, and powerful attraction, keywords anchored in authenticity and inclusivity.

Première Vision New York's January show witnessed an abundance of new innovations and emerging brands that aim to bring a new perspective on how we manufacture, design, print, and accessorize as North America. Through providing recycled resources, fiber blends, natural dyeing, and repurposed fabrics, PV aims to distinguish themselves from the common concerns of over-production and shortages of products caused by the high demands.

After meeting a surge of passionate, creative, and driven fashion representatives in the field, PV is ready to reconnect with the historical richness that fashion ornamentals and materials hold. References to Classicism and Antiquity made a come-back, as well as the taste for imperfection, rustic textures, complex weave structures, and second-hand aesthetics. In addition, our seminar attendees responded ecstatically to PV's consultant Celine Khawam's presentation on color trends and the historical synergies between all fashion mediums. We plan to continue enriching designers and all with the knowledge on how to develop a timeless yet trending collection through a historical, societal, and cultural lens.

PV New York saw the popular and long-standing brands come back with eagerness to reconnect with our suppliers. There was a great crowd of buyers from infamous brands, including but not limited to, Calvin Klein, Alexander Wang, Ralph Lauren Polo, Macy's, Coach, DKNY, Banana Republic, and Carolina Herrera. Furthermore, Première Vision was excited to welcome on-the-rise and local NYC brands that we believe will change the way buyers view trends in North America. With innovation, growth, and individualism at the forefront of their brands, Florence Blanché, Parade, and Saint Art proved to everyone that they are a force to be reckoned with in the industry.

With the outstanding turnout we experienced last week, Première Vision New York is confident that the North American market will continue to thrive throughout the year. This summer, we look forward to seeing everyone back at Center415 with more excitement than ever. Up next...Première Vision Paris from 7th to 9th February!

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