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GET READY FOR A
BRAND NEW SHOW!

PRESS RELEASE

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4 — 6 JULY 2023

PARIS NORD - VILLEPINTE

PREMIÈRE**ViSiON**
The art & heart of fashion

PREMIÈRE VISION PARIS LAUNCHES ‘a better way’ ITS NEW SUSTAINABILITY PROGRAM AND CONFIRMS INNOVATIONS AT A SOLIDLY COMMITTED JULY 2023 EDITION

This 4 - 6 July 2023, the world's creative fashion professionals will come together at the Parc des Expositions de Paris Nord Villepinte for the new edition of Première Vision Paris. A hub of inspiration and collaborative exchanges, the event is where the coming Autumn-Winter 24-25 collections of ready-to-wear, accessories (jewelry, leather goods) and footwear will start to take shape. The show's 1,293 international exhibitors ([complete list of exhibitors](#)) cover the full range of activity sectors, segments and market levels targeting creative fashion.

Positioned at the very heart of the industry, Première Vision Paris is rethinking its format to meet the challenges of an industry-wide transformation - from assisting fashion brands and manufacturers make a sustainable transition, to keeping abreast of new regulations, adapting to the new needs of fashion-brand buyers and designers as well as new consumer behaviors, and supporting supply-chain adaptation strategies and manufacturers adjusting to new challenges.

‘a better way’ : A PROGRAM TO IDENTIFY COMMITTED PLAYERS: ALREADY 290 MANUFACTURERS VOLUNTARILY ENROLLED!

Since 2015 and the launch of Smart Creation, the universe encompassing the sustainable and technological innovations of Première Vision exhibitors, the goal has always remained the same: to bring exhibitors and visitors together around themes such as social and environmental responsibility.

With this in mind, Première Vision Paris is now launching:
‘a better way’ : the sustainable programme for more transparent sourcing

This new solution analyzes exhibitors' eco-responsible initiatives and highlights their efforts to buyers and visitors, using pictograms displayed directly on the stands of this year's 290 participating exhibitors, and in the Première Vision Marketplace

Exhibitors who are enrolled in the program will be identified
by this pictogram on their stand sign:



Deployed on a voluntary basis, the «a better way» approach is intended above all to be positive and virtuous, and will not propose any ranking or rating. (Please note: this system was specifically designed to include exhibitors who do not possess any label or certification, in the knowledge that they do not constitute the only prerequisite for a responsible commitment). The visual display on the stands, consisting of pictograms, aims solely to qualify an exhibitor's level of sustainability in the following 5 criteria¹:



SOCIAL INITIATIVES

Better care of people through corporate practices and in the supply chain.



PRODUCTION SITES' IMPACT

Improved environmental impact in terms of the company's production (integrated production or subcontracted).



TRACEABILITY

Better traceability of products.



PRODUCT COMPOSITION / PROCESSES

Better composition and materials used: organic, responsible, certified, recycled or processes having a lower environmental impact.



FINISHED PRODUCT DURABILITY AND END-OF-LIFE

Factoring end-of-life into the design of the product, in particular: durability, reparability, recycling capacity.

And because trust is just as important to Première Vision, checks of exhibitors' declarations will be conducted on a sample equivalent to 10% of participating companies, to verify the accuracy of the answers provided.



« This second edition of Première Vision Paris on the new July calendar is full of new features.

A new step has been taken, and we are particularly pleased to support the sector in its environmentally responsible transition with the new PV program, 'a better way. This initiative, which we've been working on for over a year, aims to simplify buyers day-to-day work and help guide them, while decoding and promoting the real advances made by the textile industry and its investments in favor of more sustainable fashion. More than 290 manufacturers are already eligible for this program.

I would add that the launch of the deadstock offer meets a complementary and growing need across all our markets.»

Gilles Lasbordes, Managing Director of Première Vision

¹- These criteria were determined by **Première Vision and independent experts**, and are based on a questionnaire submitted to exhibitors, as well as 12 labels and certifications selected for their worldwide solidity, including: GOTS, Bluesign®, Leather Working Group, Iso 14001, EU Ecolabel, Global Recycled Standard, Oeko-Tex Standard 100, European Flax, EMAS, SA 8000, Responsible Wool Standard and the FSC® label.

‘a better way’, a brand new approach with multiple benefits:

- **For manufacturers:**

- › **Capitalize on current and future investments and initiatives**, which are both competitive and creative advantages
- › **Contribute to the growth of their businesses through new tools** to communicate their sustainable initiatives.

- **For buyers:**

- › **A way to analyze the sustainability landscape** of the industry and its players
- › **Facilitate their materials sourcing and search for committed partners**, thanks to a simple, clear, serious and authenticated guide to the show’s sustainable offer
- › **Present a more informative approach** to the offer and the materials
- › **Offer a range of content and services** dedicated to creation and production that respect both people and the environment.



a better way

The sustainable programme for more transparent sourcing

PV PARIS' ECO-RESPONSIBLE COMMITMENTS

As the leading global platform for meetings, business and communications for fashion professionals, Première Vision Paris is committed to supporting the industry in its transition to new business models that are more sustainable, ethical and transparent. In July, **Première Vision Paris will offer a full array of solutions** revolving around:

- **'a better way'** (details above)
- **Smart Creation:** a space dedicated to sustainable innovation ([list of exhibitors](#))
- **5 visit itineraries dedicated to eco-responsible sourcing:**
 - **1 trail devoted to 'a better way'**
 - **1 DEADSTOCK trail** (dormant stocks)
 - **3 Smart Creation trails:** Smart Materials, Smart Services, Smart Tech
- **The Eco Innovation zone in the new SOURCING SOLUTIONS forum (Hall 6)** to discover a range of inspiring and innovative sustainable products.
- **Fashion Information Desks (between Halls 3 & 4 and in Halls 5 & 6)** to advise visitors and answer questions about Première Vision's environmentally responsible offer.
- **Trend Tasting: Eco-Innovation fashion seminar:** created by the Première Vision fashion team, this event (in English) takes a concrete look at Autumn-Winter 24-25's eco-friendly developments, for more committed and effective sourcing.
Tuesday, 4 July at 12 noon / Wednesday, 5 July at 11:00am / Thursday, 6 July at 12 noon.
- **Performance Codes displayed on each product to help you find your way around the eco-friendly offer** at the Première Vision shows and on the Marketplace.
- **The Première Vision Marketplace:** filters and selection criteria specifically designed to help buyers source sustainably online.
- **Talks:** conversations with experts on the challenges of environmentally responsible fashion, held at the show (PV Hub, Hall 6) and online ([program](#)).
- A wealth of information and educational content can be found in the [magazine's sustainability section](#) on the Première Vision website.

- **6 white papers** to shed light on the major sustainability issues facing the industry:
 - **FASHION & SUSTAINABILITY, the major challenges facing the industry:** from recycling and bio-sourcing to traceability and biodegradability, Première Vision takes a look at the key issues facing the industry, with a view to building a cleaner future for fashion. [DOWNLOAD HERE](#).
 - **FASHION & SUSTAINABILITY, the keys to sustainable sourcing:** here, Première Vision delves into the keys to committed sourcing, detailing practical innovations and solutions, sector by sector, industry by industry (textiles, leather, denim and more). [DOWNLOAD HERE](#).
 - **FASHION & TRACEABILITY, from opacity to transparency:** Understanding the value chain and its players, collecting reliable data and passing it on to consumers - this white paper breaks down all the major challenges of traceability and the solutions available to assist the fashion industry make a sustainable transformation. [DOWNLOAD HERE](#)
 - **FASHION & LEATHER, changes in a committed sector:** From tracing skins to guaranteeing animal welfare, combating imported deforestation, innovating with low-impact tanning agents, overhauling tanning processes, implementing environmental management systems, and upcycling second-choice skins, this new white paper offers a deep dive into the remarkable resourcefulness of the leather industry. [DOWNLOAD HERE](#).
 - **NEW! FASHION & TECHNOLOGY, Why Smart Tech Is Transforming Fashion.**
This new white paper is produced in collaboration with fashion tech magazine The Interline.
 - **NOUVEAU ! 'a better way' :** a white paper dedicated to Première Vision's new program, 'a better way', to learn all about its underlying 5 criteria. – [DOWNLOAD HERE](#).

CONSUMER STUDY OF SUSTAINABLE FASHION

As part of the IFM-Première Vision Chair, a study of sustainable fashion consumption in Europe and the US was conducted in April 2023.

The goals? To provide an overview of the consumption of eco-responsible fashion products, to identify various purchasing behaviors and how they are changing, and to understand how consumers in France, Italy, Germany, the UK and the US perceive the brands and products on offer in this market.

The results of the study will be presented at a dedicated Talk by **Gildas Minvielle (Director of the IFM Economic Observatory)**.

➤ Join us on Tuesday 4 July at 4pm in the Talks Area (PV Hub - Hall 6).

CSR AND ESG CRITERIA: AN INTERNATIONAL SHOW IN STEP WITH THE TIMES

Première Vision's approach to eco-responsibility and innovation goes beyond its commitment to the Smart Creation platform, the new «a better way» program, 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.
- *LED lighting* to optimize energy consumption.
- *Eco-designed forums*: choice and optimization of the use of materials; guidance regarding good construction practices to improve the reusability of 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*: Shredded cotton is used to manufacture insulating panels.
- *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 the furniture and materials used at its shows: the structures in the fashion forums, decorations, carpets, etc. In February 2022, more than 11 tons of wood from the forums were recycled, and 8 tons from the various decors were given a second life.
- *Redistribution of unsold food*: in partnership with VIParis, the manager of the exhibition venues, Première Vision organizes the daily collection of unsold food from the show's catering areas. It is then redistributed to food banks such as 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.

The only member that is a materials trade show, Première Vision was identified and nominated thanks to the legitimacy of its Smart Creation platform.

Among the major players involved in the 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...

MEDIA ACCREDITATION REQUEST

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UPCOMING PREMIÈRE VISION EVENTS

Première Vision New York

18 & 19 July 2023

Center 415, New York, USA

Fashion Rendez-Vous Première Vision

13 & 14 September 2023

Grand Palais Éphémère, Paris

Première Vision Shenzhen

20 & 22 September 2023

Shenzhen World Exhibition & Convention Center

Denim Première Vision

22 & 23 November 2023

Superstudio Più, Milan

Blossom Première Vision

13 & 14 December 2023

Carreau du Temple, Paris

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