

© Arianna Angelini

PV  
PARIS

GET READY FOR A  
BRAND NEW SHOW!

**PRESS KIT**

26 JUNE 2023

**4 – 6 JULY 2023**

**PARIS NORD - VILLEPINTE**

**PREMIÈREVISION**  
*The art & heart of fashion*

## PREMIÈRE VISION PARIS LAUNCHES « A BETTER WAY » ITS NEW ECO-RESPONSIBLE PROGRAMME AND CONFIRMS THE INNOVATIONS SLATED FOR AN ENHANCED JULY 2023 EDITION



This July 4, 5 & 6, Première Vision Paris will open its doors on an edition that's been redesigned to meet the challenges of the sector's transformation, driven by the transition to sustainability, regulatory changes, the impact of the pandemic on clothing consumption, the implications of the geopolitical crisis, the new needs of buyers within fashion brands, adaptation strategies for supply chains, and the new challenges facing manufacturers.

The event has been completely revamped with a focus on 4 priority areas:

1. **Eco-responsibility** as the new paradigm at the heart of the repositioning of the show and its offer, thanks to the new **a better way** programme.
2. **An evolved show layout** and the creation of a **PV Hub dedicated to innovation**.
3. **A (r)evolutionary approach to fashion information** and the trend forums.
4. **A new services policy for buyers**.

In this evolving context, the world's creative fashion professionals will come together at the Parc des Expositions de Paris Nord Villepinte to find inspiration, exchange ideas and build their new collections of ready-to-wear, accessories (fashion jewelry, leather goods) and footwear for the Autumn-Winter 24-25 season. An edition featuring a wealth of new products and sources of inspiration, services and programming.

**Visitors** - buyers, designers, production heads, fashion and accessories brand managers, and more - **will discover the creative proposals and developments of nearly 1,315 exhibitors from 47 countries** - spinners, weavers, tanners, textile designers, accessory and component makers, and garment manufacturers - **chosen by Committees of professionals and experts. An international, high-quality offer up 16% over July 2022** (1,132 exhibitors), **and up 6% over February 2023** (1,245 exhibitors), mainly from Europe (led by Italy, France, the UK, Spain, Portugal, Germany...), as well as from the Mediterranean basin (Turkey, Morocco, Tunisia...) and Asia (Japan, Korea, India, China...).

## ON THE PROGRAMME AT THIS NEW EDITION

The new edition of *Première Vision Paris*, redesigned around 4 priorities (eco-responsibility, a new layout, a revolutionary approach to fashion information, service policy) to better respond to a changing market, presents :

- **A SELECTIVE OFFER:** The materials collections and latest developments from 1,315 exhibitors from 47 countries, which can also be discovered at the online *Première Vision Marketplace* (the list of exhibitors is available on [the Première Vision website](#)) :
  - › **8 Universes serving all creative fashion markets:**  
**Yarns** (yarns and fibers), **Fabrics** (fabrics), **Leather** (leather), **Designs** (textile designs and motifs), **Accessories** (accessories and components), **Manufacturing** (fashion manufacturing), **Manufacturing Leather** (apparel, small leather goods, leather shoes manufacturing), **Smart Creation** (technical and technological innovations, sustainable materials).
- **ECO-RESPONSIBILITY AT THE HEART OF THE SHOW'S REPOSITIONING, A COMPREHENSIVE FRAMEWORK** In particular, this new edition features **new tools and a reinforced approach** to sustainability, in order to better inform industry players and provide them with concrete solutions in terms of **eco-responsible sourcing and production**.
  - › In terms of **the offer** :
    - **NEW! 'a better way'** : a new programme to help understand the show's offer, featuring a display on the stands of participating exhibitors (200+ members at the July show), based on 5 criteria represented by pictograms (social initiatives, production sites' impacts, traceability, product composition/processes, finished product durability and end-of-life).
    - **NEW! The integration into Smart Creation of 4 players specializing in the resale of deadstock.**
    - **The Smart Creation area**, dedicated to responsible innovations from **56 exhibitors**: materials and finishings (**Smart Materials** zone: 33 exhibitors), technological solutions (**Smart Tech** zone: 20 companies) and services (**Smart Services** zone: 4 exhibitors).
    - **NEW! In the new PV HUB space**, *Première Vision* will welcome the **Smart Creation** offer, with products and services for more sustainable fashions, in a new display and layout in the heart of **Hall 6**, directly connected to the new **SOURCING SOLUTIONS forum**.
  - › In terms of **dashion decoding** :
    - **NEW! An ECO-INNOVATION AREA** integrated into the new **SOURCING SOLUTIONS forum** in Hall 6.
    - **A Trend Tasting Eco-Innovation seminar.**

› In terms of content:

- **Talks dedicated to the challenges of eco-responsible fashion** will be held at the show in the brand-new PV Hub (Hall 6) and online (on the show's website). In addition, a half-day event on July 5 will be dedicated to Smart Tech and organized in partnership with [The Interline](#) online magazine and platform.
- **NEW! Discover the latest study carried out by the Institut Français de la Mode as part of the IFM-Première Vision Chair regarding consumer behavior towards eco-responsible fashions in Europe and the United States.** The results will be unveiled during a conference hosted by Gildas Minvielle, Director of the Institut Français de la Mode's Economic Observatory. **Tuesday, July 4, 4pm - Talks Area (PV Hub - Hall 6).**
- **A wealth of information and educational content to be found in [the eco-responsibility section](#) of the Première Vision online magazine:**
  - **5 white papers** to shed light on the industry's key sustainability issues (downloadable from the Première Vision website): *Fashion & Sustainability - the key issues*; *Fashion & Sustainability - the keys to responsible sourcing*; *Fashion & Sustainability*; *Fashion & Leather*; and, **new this season**, a white paper dedicated to the new 'a better way' programme, and a white paper produced in collaboration with fashion tech specialist magazine [The Interline: Fashion & Technology](#) - *How Smart Tech is shaping tomorrow's fashion.*
- **A NEW SHOW LAYOUT AND A PV HUB DEDICATED TO INNOVATION:** an offer once again **spread over 4 Halls** and organized by activity and know-how universes..
  - › **Yarns** (Hall 6), **Fabrics** (Halls 5 & 6), **Leather** (Hall 3), **Accessories** (Hall 4), **Designs** (hall 5), **Manufacturing** (Hall 6), **Manufacturing Leather** (Hall 3), **Smart Creation** (Hall 6).
  - › **The PV Hub**, a new hub dedicated to innovation in the heart of Hall 6, including : Smart Creation, the new deadstock area, the Talks Area.
  - › **Hall 3: entirely devoted to premium leather.**
- **AN OPTIMIZED SOURCING EXPERIENCE :** **A range of tools** will be on offer **to assist visitors** and guide brands and buyers in their **sourcing of materials for Autumn-Winter 24-25:**
  - › *The «a better way» programme to learn more about suppliers' sustainable commitments; a QR code system on stands to obtain more information about exhibitors; a Deadstock trail; NEW! 3 Fashion Information Desks (between Halls 3 & 4 and in Halls 5 & 6), an Emerging Brands Desk (Hall 6); a Season Report exclusively for show visitors, to download after the show (including Trend Decodings, replays of the Trend Tastings, key products, the virtual visit of a forum).*
- **THE PREMIÈRE VISION MARKETPLACE:**
  - › **2,600 online stores in total.**
  - › **Networking tools and customized features:**
    - Optimized sourcing and a more efficient selection process.
    - Easy organization of favorites.
    - A spotlight on the offer chosen for the fashion forums.

- **REDESIGNED FASHION INFORMATION:** The presentation of fashion information has evolved and will be showcased in 5 new inspiration areas: the new **INSPIRATION** forum (Hall 5), the new **SOURCING SOLUTIONS** forum (Hall 6), the **LEATHER** forum (Hall 3), the return of the **ACCESSORIES** forum (Hall 4) and the **DESIGNS** forum (Hall 5). In addition to the forums, the Première Vision fashion team offers **trend-decoding tools** to inspire and guide visitors in the creation of their **Autumn-Winter 24-25** collections:

- The Autumn-Winter 24-25 **color range** with its 25 exclusive shades, including **5 emblematic colors**; **Trend Tasting seminars** held at the show (Talks Area, PV Hub - Hall 6); **guided tours** of the **SOURCING SOLUTIONS Forum** (Hall 6); **seasonal decodings and informational content** to discover in the [Trends section of the online magazine](#) on the Première Vision website.

- **A CYCLE OF 20 ENGAGED TALKS (Talks Area, PV Hub - Hall 6) :**

(Full program details are available in the dedicated section of this press kit, and on the Première Vision website)

- To better understand the challenges facing fashion today and, in the future, a panel of industry professionals and experts will speak about the major issues driving the industry today, with, notably:
- **Wednesday July 5: a half-day of 4 Talks dedicated to technological innovations** and solutions in the Smart Tech zone, organized with the fashion tech magazine [The Interline](#), and hosted by its founder Ben Hanson.
- **Exhibitor pitches** organized by a selection of companies to present their new products.
- **Fashion seminars** to attend live at the show.



*« 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 programme, '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.*

*290 industry professionals are already eligible for this programme.*

*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**

## I. A TOTALLY REDESIGNED EVENT

After adapting its calendar in 2022, **Première Vision Paris** now takes a new step forward in order to better align with evolutions in the global fashion market. The July edition marks a turning point for the show, with 4 key areas of change: environmental sustainability, the reorganization of the show layout and the creation of a PV Hub dedicated to innovation, a (r)evolution in its approach to fashion information, and a reinforced services policy.

### 1. 'a better way' : ENVIRONMENTAL RESPONSIBILITY AT THE HEART OF THE REPOSITIONING OF THE SHOW AND ITS OFFER

**Première Vision Paris** is adding to its eco-responsible initiatives with the launch of 'a better way', its new programme to help decode the show's offer and thus better support brands in the development of their environmentally committed collections.

Fashion is at a turning point. It must adapt, and swiftly, to new sustainability standards - both current and on the horizon - and integrate national, European and international regulations mandating greater transparency from players across the sector.

To best achieve and communicate about their environmental transitions, 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 between all the various players throughout the production chain, from raw materials to finished products.

As a true partner for the fashion sector and its dynamic 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 the manufacturers of materials and their clients.

#### A. Towards more sustainable fashion

Since 2015 and the launch of **Smart Creation**, the universe dedicated to eco-responsible and technological innovations from the **Première Vision** exhibitors, the goal has consistently remained the same: to bring exhibitors and visitors together around themes such as social and environmental responsibility.

It was with this in mind that **Première Vision** developed its new system to analyze the responsible initiatives of its exhibitors, and highlight these efforts to buyers and visitors, both during the shows and on the **Première Vision Marketplace**.

**Première Vision Paris** is now initiating its 'a better way' programme and repositioning its offer to accompany the evolution of the fashion industry model:

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

· **For buyers:**

- › **Analyze the sustainability landscape** of the industry and its players
- › **Facilitate the sourcing of materials and the search for committed partners** thanks to a simple, clear, serious and certified 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 are respectful of both people and the environment.

## A. 'a better way' - The sustainable programme for more transparent sourcing

Season after season, the **eco-responsible offer of the Première Vision Paris exhibitors continues to grow, with new eco-designed product developments and technical innovations.**

To help visitors decode the show's multiple offer and facilitate their sourcing of materials and search for committed partners, Première Vision Paris, starting this July, is rolling out its new programme: **'a better way'**. The programme will provide a **reading of the offer using pictograms** displayed on participating exhibitors stands, which are based on 5 criteria:

For the July 2023 edition, 290 exhibitors will already be participating in the programme.

### THE 5 CRITERIA

Première Vision has chosen to adopt a multi-criteria approach, to reflect the entirety of an exhibitor's performance and best respond to the different concerns and issues of visitors. The aim is to provide a more nuanced and precise understanding, rather than a simply binary approach that would categorize exhibitors as «responsible» or «non-responsible».

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.



#### 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.

## LABELS & CERTIFICATES

Criteria determined by **Première Vision and independent experts**, based on a survey system submitted to the exhibitors, as well as labels and certifications selected for their strength on a global scale, 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.



It is important to emphasize that this system has been 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.

## A PROGRAMME TO BE ROLLED OUT IN JULY

**This new eco-responsible labelling system will be implemented at the July edition of Première Vision Paris.** Deployed on a voluntary basis for exhibitors, this approach is intended above all to be positive and virtuous, and will **not propose any ranking or rating.**

The visual display on the stands is based on pictograms that qualify an exhibitor's level of sustainability in each of the 5 different areas.

And because trust is of vital importance to Première Vision, random checks of exhibitors' declarations will be carried out on a sample equivalent to 10% of participating companies, to verify the accuracy of the answers provided.



Exhibitors involved in the programme will be identified by the 'a better way' pictogram on their stands.

- **NEW! The 'a better way' white paper** takes a detailed look at this new system for analyzing the sustainable initiatives of Première Vision exhibitors, which will be put in place at Première Vision Paris in July 2023. [DOWNLOAD THE WHITE PAPER for 'a better way'](#)



## 2. A NEW LAYOUT OF THE SHOW'S HALLS AND A BRAND-NEW INNOVATION HUB

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

The leather sector will once again have a hall dedicated entirely to its industry, Hall 3. The brand-new PV Hub, dedicated to innovation, will be located in Hall 6, rounding out the evolution of the show's layout.

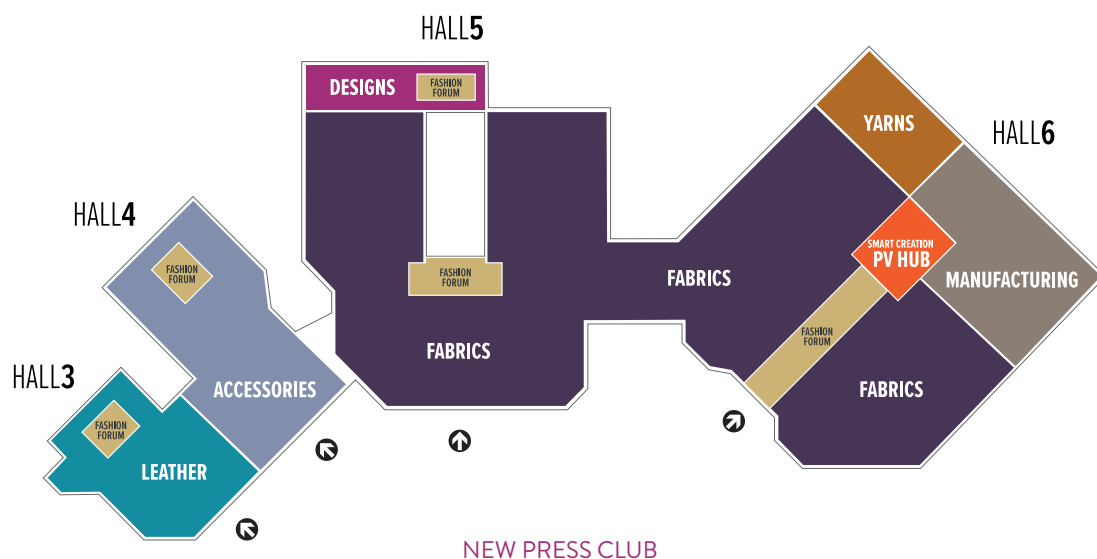
### More time given to the project to evolve the show map by sourcing area in Halls 5 & 6

At the request of many in the industry, the plan to evolve the PV Paris map has been postponed for a year, to give the market time to find its new bearings in a show environment that will already be benefiting from a slate of new innovations this July 2023.

### A. A show organized over 4 halls

Once again spread over 4 halls, the Première Vision Paris offer is organized by activity sector and know-how:

- **Première Vision Yarns** - yarn and fiber developments: Hall 6 North (NEW)
- **Première Vision Fabrics** - new fabrics: Halls 5 & 6
- **Première Vision Leather** - creative leather innovations: Hall 3 (NEW)
- **Première Vision Accessories** - components and accessories for fashion, leather goods, footwear and fashion jewelry: Hall 4
- **Première Vision Designs** - creative proposals for textile designs: Hall 5 North
- **Première Vision Manufacturing** - manufacturing solutions for the apparel industry: Hall 6 North
- **Première Vision Manufacturing Leather** - manufacturing solutions for leather goods and footwear: Hall 3 (NEW)
- **Smart Creation** - product developments and innovative solutions for more eco-responsible fashion: Hall 6 - in the PV Hub (NEW)



In July, the Première Vision press teams will welcome you in the PLATINUM LOUNGE, on the mezzanine in Hall 6 (instead of Hall 4).

## B. A new premium leather village in Hall 3

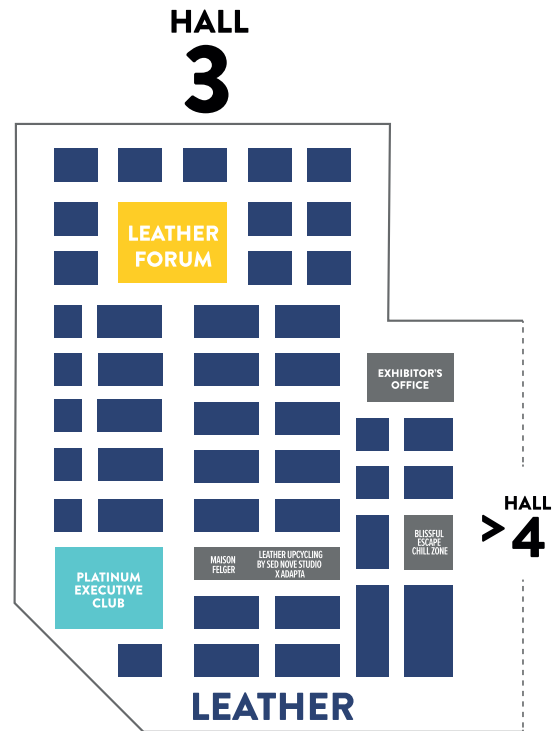
This July, *Première Vision Paris* once again accords the leather industry a prominent place. The redesigned show sees the return of Hall 3, an additional hall bringing together the entire leather & hides ecosystem.

This new configuration will showcase the leather industry, its players, its know-how and its sustainable innovations. The product offer and range will also be reinforced, with an important presence of French tanners, but also a return of Italian, Portuguese, and Spanish tanners.

### A NEW 100% LEATHER HALL

This is one of the show's main innovations this summer: the Leather sector is back in Hall 3, bringing together the entire leather and hides industry in a premium atmosphere conducive to business meetings and inspiration.

With a redesigned layout to improve visitor flow, a new forum featuring eco-responsible innovations, a zone for special events, a space for exhibitors, a food market and a VIP club, **leather is back at the heart of the show.**



### A LEATHER FORUM FEATURING INSPIRATION AND ECO-INNOVATION

The AW 24-25 leather forum is being re-imagined this July to incorporate the season's eco-responsible developments, along with special-event corners dedicated to sustainability issues, and, as always:

- **This season's fashion highlights** for leather, hides and textiles for leather goods and footwear.
- **A color space** unveiling the season's key shades.
- **Focus Areas by use:** leather for apparel, finishing know-hows, and bag & shoe with materials and accessories for footwear, leather goods, sneakers, and belts.

### REST AREA AND A LEATHER WORKSHOP AREA

A brand-new rest area will be installed in the new leather village, while a new atelier space will give visitors a chance to test their creativity, with a workshop area to try out making a small custom leather accessory in under 15 minutes using materials from dead stocks.

### AND THEN?

**Leather fashion information continues after the show!** A virtual visit of the entire Leather Forum with the latest Autumn-Winter 24-25 product developments will be taking place a few days after the show. Online visitors can wander through the forum structures, click on desired products, consult their detailed information sheets, and place orders directly with suppliers on the *Première Vision* Marketplace.

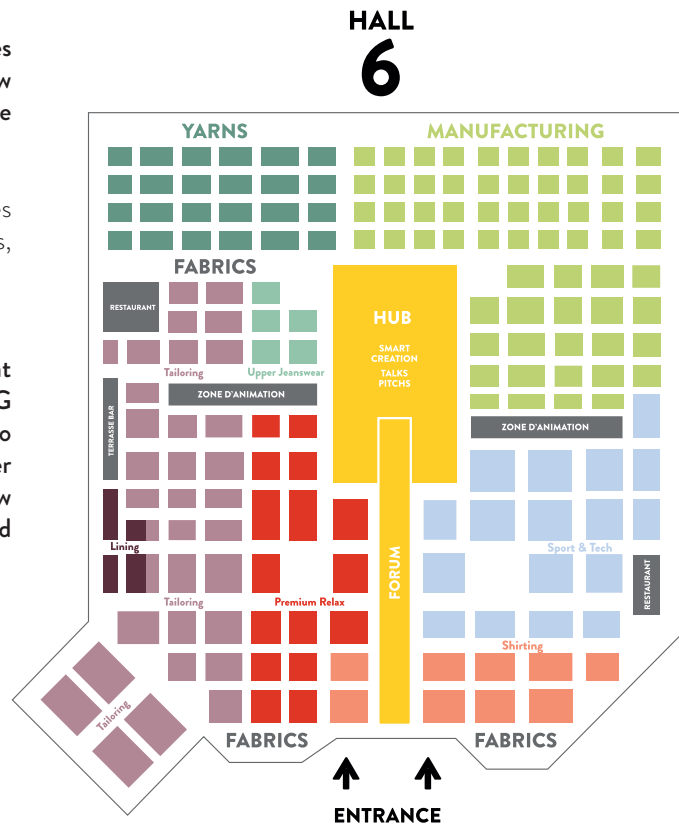
Articles decoding the season's major leather trends will also be available in the [Trends section of \*Première Vision's\* online Magazine.](#)

### C. NEW! The PV Hub: an innovation space at the heart of the show

The new show layout of Première Vision Paris goes hand in hand with the birth of the PV hub: a new central space to fill up on innovation and come together to design the future of sustainable fashion.

Located in the heart of Hall 6, the PV Hub occupies an area of over 1,400 m<sup>2</sup> between the Yarns, Manufacturing and Fabrics universes.

Set up opposite the entrance to Hall 6 and at the furthest end of the brand-new SOURCING SOLUTIONS forum, this new platform dedicated to innovation and eco-responsibility will bring together the Smart Creation universe, the Talks Area, a new pitch area for exhibitors, business meeting spaces and rest areas.



#### THE SMART CREATION UNIVERSE

New developments, alternative materials, cutting-edge technical and technological innovations, advice and specially adapted services... A full spate of solutions to support the creative fashion industry as it makes its eco-responsible transition can be found at the heart of the Smart Creation space, which this July moves from its historic location in Hall 4 to the PV Hub in Hall 6.

Although its location has changed, the Smart Creation offer remains the same, with 3 sectors bringing together 57 companies, all selected for their expertise, commitment and the innovative, surprising or necessary nature of their products, solutions and services:

- **SMART MATERIALS** (33 exhibitors): Eco-designed fibers and materials
- **SMART TECH** (20 exhibitors): Technological solutions and innovations
- **SMART SERVICES** (4 exhibitors) : Consulting and certifications

› A detailed look at the SMART CREATION area can be found in the section of this press kit dedicated to the show's offer.

#### NEW! A ZONE DEDICATED TO UPCYCLING AND DEADSTOCKS

In the Smart Creation area, visitors can explore another responsible-sourcing approach by discovering materials from deadstock and prior seasons, with 4 players:

- In the Smart Materials zone :
  - › NONA SOURCE - [nona-source.com](https://nona-source.com)
  - › ADAPTA - [adapta-paris.com](https://adapta-paris.com)
  - › PREMIÈRE VISION MARKETPLACE - [marketplace.premierevision.com](https://marketplace.premierevision.com)
- In the Smart Tech zone:
  - › RECOVO - [recovo.co](https://recovo.co)

## TALKS AREA AND EXHIBITOR PITCH SPACE

Once again this year, the PV Paris show will feature a programme of talks, fashion seminars and exhibitor pitches to give you unique insight into trends, developments in the fashion market, environmental-responsibility challenges and the latest innovations from professionals in the sector.

But unlike previous shows, in July, the Talks Area will take a central place by joining the new PV Hub (Hall 6). This year, it will be rounded out by a major new addition: a pitch area that will allow exhibitors to come talk about a new service, a product innovation or a new technology developed by their company. The pitch area will be set up at the back of the Talks Area, and both will be accessible at no charge to all.

› The full programme coming soon [on the Première Vision website](#).

## FOCUS ON 'a better way'

With eco-responsibility as the guiding theme of this new innovation space, the PV Hub will also feature an informative display to support the launch of Première Vision's new programme for decoding exhibitors' eco-committed initiatives: «a better way».

Starting in July, this new programme is designed to help visitors understand the PV Paris show's eco-responsible offer. A visual display consisting of 5 pictograms is designed to qualify each exhibitor's level of sustainability in 5 areas: **social initiatives, production sites' impact, traceability, product composition and durability.**

## BUSINESS MEETING SPACES AND RELAXATION AREAS

Lastly, to provide even more services and make show visits even more pleasant, the new PV Hub will also feature **business meeting areas**, where visitors can enjoy a quiet talk with their teams or future suppliers. Or pop into a relaxation area for a break from a busy day of sourcing.

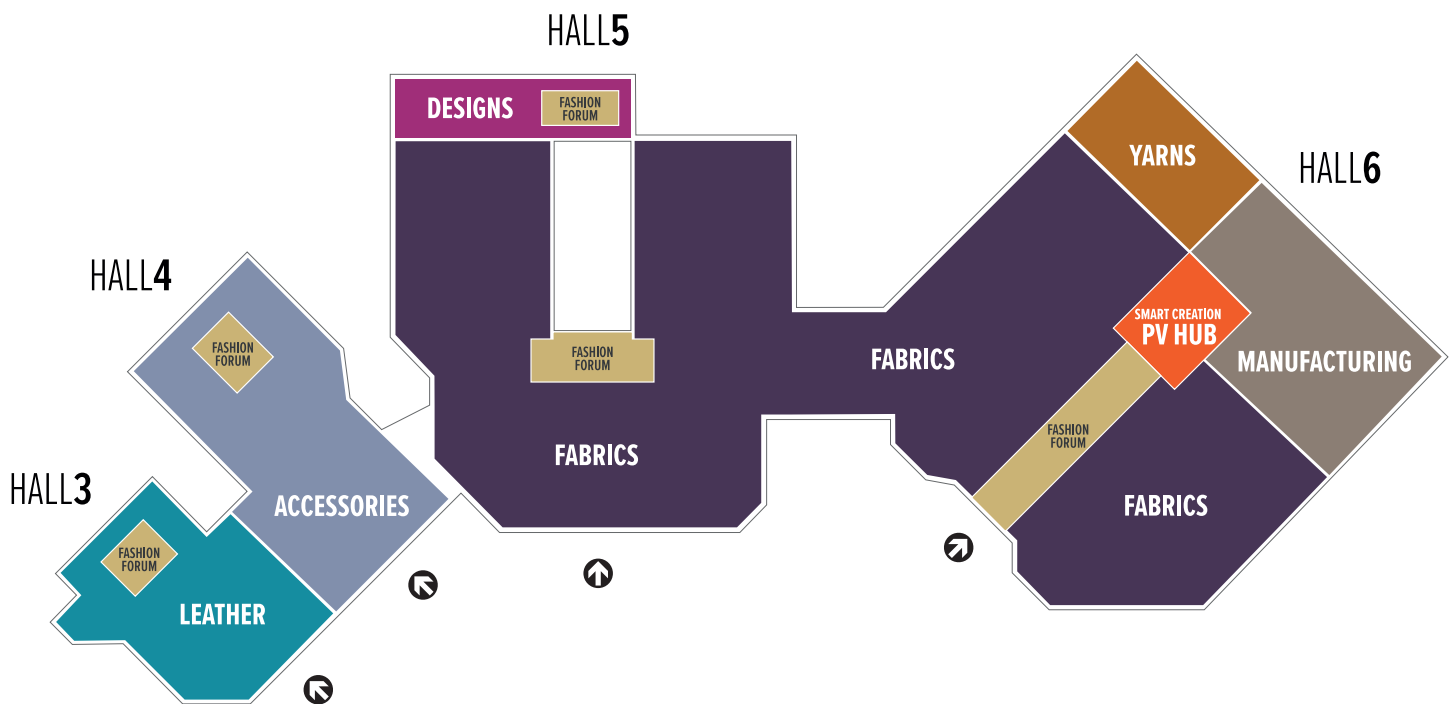
### 3. A (R)EVOLUTION FOR FASHION INFORMATION

Creating an exclusive color range, breaking down the latest creative trends and generating accurate, cutting-edge fashion information, Première Vision's in-house fashion team works year-round to offer a forward-looking vision of the key trends for the upcoming seasons.

This detailed fashion information is presented at the PV Paris show in dedicated display forums bringing together exhibitor samples, the exclusive Première Vision colors, inspiring analyses, and informative explanations.

This July, the fashion information displays for Autumn-Winter 24-25 are evolving, revamped to better meet fashion brands' new expectations and needs. On the agenda for this revolution are 5 new, redesigned inspiration areas proposing a true immersion in the season, with concrete sourcing solutions, a new 100% leather space, a focus on accessories and components, and, as always, a forum unveiling the textile creations and motifs from the show's Designs exhibitors.

Beyond the transformation of the fashion forums, **Première Vision's emblematic color range will for the first time put the spotlight on the season's 5 iconic colors**, selected from the 25 colors that make up the Autumn-Winter 24-25 range.



#### THE INSPIRATION FORUM (HALL 5)

A new forum offering a targeted selection of the most representative textile creations of Autumn -Winter 24-25's fashion choices, with a display designed to fully immerse visitors in the season.

- A multi-sector selection (Fabrics, Leather, Accessories) of 300 to 500 of the season's most creative, innovative, and striking products, organized by theme.
- Showing of the **Season film**
- Presentation of the **AW 24-25 color range**, with 5 of the season's 25 iconic colors.
- **Manifesto of the season's theme: SOLAR VISION.**
- Presentation of the 5 pillars of the new 'a better way' programme.

### SOURCING SOLUTIONS FORUM (HALL 6)

A new forum showcasing exhibitors' latest products for Autumn-Winter 24-25, with selections of the season's most creative, high-quality, and environmentally sustainable developments, presented by product specialties and markets.

- Approximately 1,500 products divided into 6 complementary zones for a full overview of the season and sourcing solutions tailored to buyers' needs:
  - **SPORT & TECH:** Sport & Outdoor, Lingerie, Swimwear
  - **ESSENTIALS :** Knits, Suitings, Casual (Denim & Relax), Shirting
  - **DECORATIONS :** Prints, Silkies, Jacquards, Embroideries, Lace
  - **MANUFACTURING :** Coats & Jackets, Softwear, T-shirts, Accessories, Manufacturing Leather, Knitwear, Shirting, Tailoring, Sportswear...
  - **ECO-INNOVATIONS AREA :** Première Vision's 5 eco-responsibility criteria, a Smart Creation index, a Yarns index, and a focus on sustainable materials.
- Season and color **information**
- Presentation of the AW 24-25 color range **with color harmonies**
- 4 screens connected to the **PV Marketplace**
- Located in Hall 6 near the **new PV Hub**

### LEATHER FORUM (HALL 3)

A forum showcasing the season's most outstanding leathers for clothing, footwear, and leather goods, with a focus on uses, know-how, techniques and eco-responsible developments.

- Between **300 and 330 hides and skins**
- Season and color **information**
- **12 «boxes» for displaying shoe and leather goods accessories**
- **Focus areas by use**
- Presentation of the **AW 24-25 leather-specific color range**

### THE ACCESSORIES FORUM (HALL 4)

Presentation of the **season's new accessories by families**, with a focus on eco-responsibility.

- **Focus areas by accessory family**
- Season and color **information**
- Presentation of the **AW 24-25 color range**
- 1 screen connected to the **PV Marketplace**

### THE DESIGNS FORUM (HALL 5)

This area showcases new **developments and textile creations** from the Designs exhibitors.

- *For full details about the July edition's fashion information displays and features, see the fashion section of this press kit.*

#### 4. A NEW SERVICE POLICY FOR ALL VISITORS

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

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

- **The mobile app**, to effortlessly guide visitors through the new visit itineraries.
- **Interactive and paper versions of the show map/guide.**
- **A QR code on exhibitors' stands** which may be scanned to learn more about their businesses and link directly to the supplier information found on the PV Marketplace.
- **3 Fashion Information Desks** (between Halls 3 & 4, and in Halls 5 & 6) to guide buyers towards the right choice of materials and suppliers.
- **An Emerging Brands Desk** (Hall 6): located at the Fashion Information Desk in Hall 6, and designed to help young brands organize their visits and assist them in their search for materials depending on their needs, markets and products. A space developed and run in partnership with the Tranoi trade show team - [tranoi.com](https://tranoi.com)
- **Connected screens on the forums:** Linked to the PV Marketplace, enabling buyers to continue their online sourcing right from the show's 5 forums.
- **Guided tours of the forums in English, French, Italian, Korean, Japanese and Chinese** to better understand and appreciate the exhibitors' creations. (Details can be found [on the Première Vision website.](#))
- Creative and entertaining **relaxation areas** to rest and re-energize throughout the day.



## II. AN APPOINTMENT WITH AN INTERNATIONAL OFFER

### 1. 1,300 EXHIBITORS, INCLUDING 95 NEW COMPANIES, FROM 45 COUNTRIES

With **1,293** exhibitors across 4 halls, the Première Vision Paris offer is up **14%** over the July 2022 edition (1,132 exhibitors), and **up 4%** over the February 2023 edition (1,245 exhibitors).

**This growth attests to the importance and role of the show in supporting manufacturers in the creative fashion industry** in its bid for the enhanced visibility they need to develop their business, particularly given the current global economic and political instability.

Among the companies presenting their latest creative developments for the Autumn-Winter 24-25 season, some **95 new exhibitors will for the first time be joining the aisles** of Halls 3, 4, 5 & 6 of the Parc des Expositions de Villepinte. Chosen by a Selection Committee made up of industry professionals, they will round out the creative and innovative offering of the various universes and activity sectors represented at the show: yarns and fibers, fabrics, leathers, designs, accessories and components, fashion manufacturing.

#### A. The Première Vision Paris offer in figures

Universe	Number of exhibitors
YARNS	38
FABRICS	631
LEATHER	101
DESIGNS	97
ACCESSORIES	191
MANUFACTURING	185
MANUFACTURING LEATHER	15
SMART CREATION	57

› Consult [the complete list of exhibitors](#) at the show

**Coming from 47 countries**, this complementary and international offer spans all activity sectors, segments and market levels of the creative fashion industry, to drive the design and building of the coming Autumn-Winter 24-25 collections of clothing, footwear and accessories.

#### B. Top 10 exhibiting countries

Country	Number of exhibitors
ITALY	306
TURKEY	211
CHINA	161
FRANCE	161
PORTUGAL	68
SOUTH KOREA	55
SPAIN	54
JAPAN	39
INDIA	34
UNITED KINGDOM	30



## 2. VISIT ITINERARIES TO IMPROVE SOURCING EFFICIENCY

To facilitate visitors' sourcing and guide them in preparing their visits and during the show itself, Première Vision has created a series of custom itineraries, tailored to buyers' needs. These visit itineraries can be found on the Première Vision Marketplace, as well as on the show app:



### 'a better way'

In July, the PV Paris show is reinforcing its eco-responsible approach with 'a better way' - a new program designed to better assist buyers develop their committed collections. 290 exhibitors are taking part in the program this season.



### Smart Tech

Coming from the Smart Creation universe, Smart Tech exhibitors offer innovative technological solutions such as digitalization of materials, traceability and measuring environmental impact.



### Smart Materials

Coming from the Smart Creation universe, Smart Materials exhibitors offer innovative materials, new eco-designed fibers, dyeing techniques and reduced-impact chemical solutions.



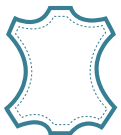
### Smart Services

Coming from the Smart Creation universe, Smart Services exhibitors offer services to support the entire supply chain with new certifications and responsible initiatives.



### Deadstocks

Since the February 2023 edition, Première Vision has featured a dedicated deadstock trail as part of its online Marketplace. This lets exhibitors showcase their collections of materials and stocks from past seasons. In July, this itinerary is being expanded, now extending to the show's aisles with an offer from the Smart Creation zone. This space incorporates new, specialized players who help brands source upcycled creative materials, and help suppliers resell their stocks from past collections.



### Leather

Grouped together in the Leather area of Hall 3, tanners and leather specialists from 14 countries present their latest creative developments: full-grain leathers, exotic leathers and textile materials for leather goods and footwear.



### Sport & Tech

In the Sport & Tech universe, visitors can discover suppliers of technical and performance fabrics, as well as manufacturers of accessories, zips, eyelets, laces, and stoppers for their sport collections. A selection of some of the top samples dedicated to sport will also be presented in the SOURCING SOLUTIONS Forum, Hall 6.



### Lingerie & Swimwear

A wide selection of suppliers offering products and solutions for the development of lingerie and swimwear collections: fabric and accessory manufacturers, spinners, textile design studios, fashion manufacturers, as well as committed and innovative companies in the Smart Creation area. A selection of some of the finest lingerie and swimwear samples can also be found in the SOURCING SOLUTIONS Forum, Hall 6.



### Motifs & Patterns

The Designs universe in Hall 5 presents an offer from specialized international studios showcasing their latest collections of textile surface creations (patterns, motifs and embellishments). A cocktail of creativity and inspiration at the heart of the show, also displayed in the DESIGNS Forum.



### Source locally

For brands looking for local partners favoring a short and local production chain, Première Vision has grouped all its exhibitors into 9 geographical zones: Western Europe, Eastern Europe, Southern Europe, Mediterranean Basin, North America, South America, Oceania, Asia and Africa.



### New exhibitors

A trail to discover new exhibitors to meet at the Première Vision Paris show this July.



### Small quantities

To meet the specific needs of emerging brands, the «small quantities» itinerary highlights suppliers whose minimum production volumes are adapted to young creative talents: unique pieces, capsule collections, lengths of less than 50m, production of under 100 pieces and leather sourcing between 1 and 10 skins.

### 3. SMART CREATION SPACE: SOURCING SOLUTIONS FOR COMMITTED FASHION

Through its Smart Creation programme launched in 2015, Première Vision provides industry professionals ideas and solutions to meet their new needs and support them as they move towards greater eco-responsibility.

At Première Vision Paris, the Smart Creation space brings together a range of innovative materials, services, and technologies to support the industry in its ecological transition. This July, this space will move from Hall 4 to Hall 6, in the PV Hub dedicated to innovation.

The **Smart Creation** space, dedicated to sustainable innovations, will feature **57** of the industry's most committed, inspiring, and even visionary companies **from 20 countries**, divided into **3 zones**:

- **Smart Materials Zone** (33 companies): materials (fibers from the food industry or regenerative agriculture, fabrics and leathers that are recycled, biodegradable or from the circular-economy, new organic materials, mushroom-based materials, biopolymers, non-violent silk, dormant stocks, etc.) and finishings (natural dyes, vegetable tanning, hygienic and non-polluting textile treatments, etc.).
- **Smart Services Zone** (4 exhibitors): advice and service offers (certifications and labels, cleaner production processes, etc.).
- **Smart Tech Zone** (20 companies): tech innovations and digital solutions for more sustainable production (see box for details).



#### NEW! DEADSTOCK NOW FEATURED AT SMART CREATION

Because the development of more responsible fashion is intensifying and needs to be accelerated, Première Vision has been proposing a dedicated deadstock trail on its Marketplace since the February 2023 edition. Exhibitors can present collections and stocks of materials from prior seasons.

At the July 2023 show, the Smart Creation space will host 4 players specializing in the resale of deadstock. Each in their respective domain will be offering brands (visitors) a means of sourcing upcycled creative materials and giving suppliers (exhibitors) the chance to resell their stocks from past collections.

This new service addresses not just the issue of small quantities, which are often desired by designers and young brands, but also to matters relating to **budget reduction** and **sustainability** (upcycling, waste reduction, management of overproduction, etc.).

The Smart Creation area welcomes :

• In the **Smart Materials** zone:

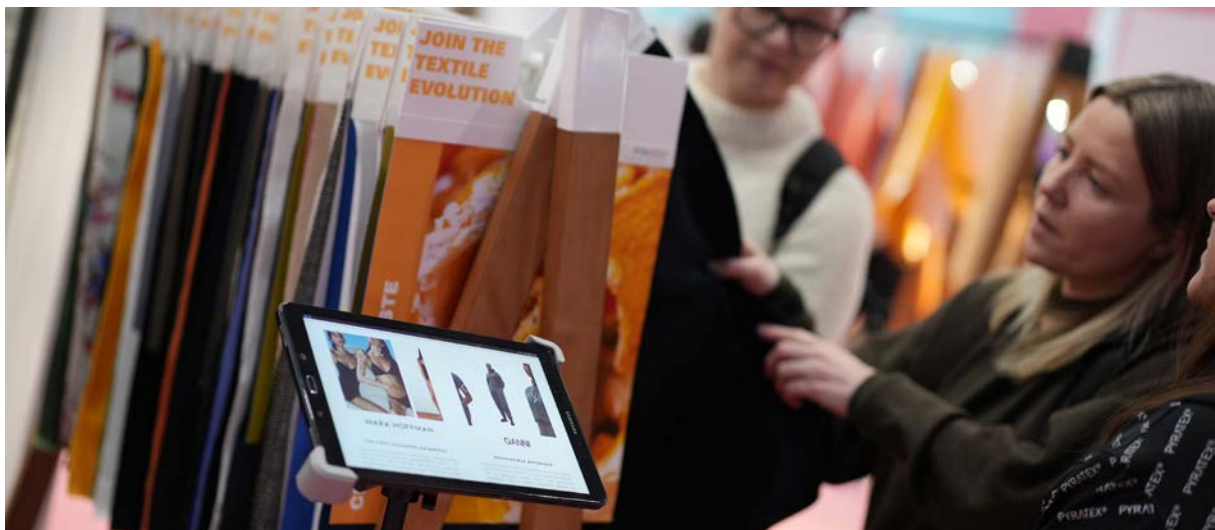
- › **Nona Source** : Nona Source is the first online platform for the resale of exceptional materials from the major fashion & leather-goods houses (in particular the LVMH Group). Buyers at the show will thus have access to highly creative, ultra-high-quality, one-of-a-kind materials. [nona-source.com](https://nona-source.com)
- › **Adapta** : Adapta is a platform that collects and sells leather and textile offcuts that lie dormant in the inventory at major luxury brands and their suppliers. With a focus on improved inventory management, environmental responsibility, and transparency, Adapta is also a label guaranteeing the quality and traceability of the materials. [adapta-paris.com](https://adapta-paris.com)
- › **La marketplace Première Vision** : The e-commerce and exchange platform launched in 2018 by Première Vision now offers search filters and a specific itinerary dedicated to deadstock. Throughout the year, buyers from fashion brands can thus source their materials by searching leathers and fabrics from past collections and the deadstock of Première Vision show exhibitors. In the Smart Creation area, a special corner will guide visitors in their search for upcycled materials online. [marketplace.premierevision.com](https://marketplace.premierevision.com)

• In the **Smart Tech** zone:

- › **Recovo** : Recovo's mission is to make fashion circular by adding real value to textile offcuts and waste. By turning to technological solutions, and the digital platform it is presenting at the show, Recovo aims to reduce the pollution and waste produced by the fashion industry, while conserving natural resources and extending the lifespan of materials, for fashion collections with a low ecological impact. [recovo.co](https://recovo.co)

› See [the Smart Creation exhibitor catalog](#). With, in detail:

- [SMART MATERIALS exhibitors](#)
- [SMART SERVICES exhibitors](#)
- [SMART TECH exhibitors](#)



### III. PV PARIS' ECO-RESPONSIBLE COMMITMENTS

As the leading global meeting, business and communications platform for fashion professionals, Première Vision Paris enjoys the unique advantage of being in contact with the entire supply chain.

A fundamental link between suppliers and buyers, and fully engaged in its forward-driving role for the fashion industry, the show today offers solid commitments and a comprehensive range of products and services to:

- **Support the industry in its transition** to new business models that are more sustainable, ethical and transparent,
- **Assist the sector in its digital transition**, for more efficient creative and production methods that respect both the environment and people.



#### 1. A COMPREHENSIVE SYSTEM FOR MORE COMMITTED FASHION

In concrete terms, the array of solutions proposed by Première Vision Paris this July will revolve around :

- **« a better way » - The sustainable programme for more transparent sourcing** : a new programme to decode the show's offering and help buyers develop committed collections.
  - **Full details in the section of this press kit dedicated to PV Paris developments (Part I).**
- The **Smart Creation** space (PV Hub - Hall 6) dedicated to sustainable innovation, with **57** of the sector's most innovative **companies from 20 countries** divided into 3 zones:
  - **Smart Materials Zone** (33 companies) : [list of exhibitors here.](#)
  - **Smart Services Zone** (4 exhibitors) : [list of exhibitors here.](#)
  - **Smart Tech Zone** (20 companies) : [list of exhibitors here.](#)
- **2 visit itineraries dedicated to eco-responsible sourcing** to be found on the show app and online on the PV Marketplace:
  - **A DEADSTOCK trail**: Première Vision showcases a novel way to source, with this unique eco-responsible itinerary that gives a second life to dormant stock from select show exhibitors.
  - **A Smart Creation trail highlighting** exhibitors from the 3 universes of this space dedicated to sustainable, technological and digital innovations. [See all Smart Creation exhibitors.](#)

- **The Eco-Innovation zone in the new SOURCING SOLUTIONS forum (Hall 6)** to discover the most inspiring and innovative eco-responsible products selected from exhibitors' collections by the Première Vision fashion team. A space that will also feature:
  - Première Vision's **5 eco-responsibility criteria**
  - A **Smart Creation exhibitor index**
  - An **index of fiber producers and spinners** at Yarns
  
- **Fashion Information Desks (between Halls 3 & 4 and in Halls 5 & 6):** Are you looking for a specific eco-designed product, a solution to develop your sustainable fashion collections, or do you have a general question about sustainability? The Fashion Information Desks team can advise you and answer all your questions about the eco-responsible offer at Première Vision.
  
- **The Trend Tasting Eco-Innovation fashion seminar (Talks Area, PV Hub - Hall 6).** Created by the Première Vision fashion team to better target industry expectations, this presentation takes a concrete look at Autumn-Winter 24-25's eco-friendly developments for impactful and committed sourcing; focusing on key trends and sustainable innovations in fabrics, leathers and accessories.
  - **Tuesday, July 4, 12 noon**
  - **Wednesday, July 5, 11 a.m.**
  - **Thursday, July 6, 12 noon**
  
- **Performance Codes to help visitors find their way around the eco-friendly offer** at the Première Vision shows and on the Marketplace. Created by Première Vision, these performance codes, indicated on the products in the forums and the Marketplace, are a simple, informative way to better source eco-designed materials:
  - **Organic material:** product composed of more than 50% natural organic material;
  - **Biobased polymers:** synthetic material obtained from a minimum of 30% renewable biobased resources;
  - **Recycled material:** material composed of more than 30% recycled material, natural or synthetic;
  - **Finishing with reduced chemical impact:** treatments, dyes, prints and finishes that reduce the use of chemicals.
  
- **The Première Vision Marketplace:**
  - **Filters and selection criteria** specifically designed to help buyers in their online sustainable sourcing.
  - **2 itineraries dedicated to the eco-responsible offer.**

- **Talks:** conversations with experts about the challenges of sustainable fashion, held at the show (Talks Area, PV Hub - Hall 6) and online (on the show website).
  - › **The full programme will** soon be available [on the Première Vision website](#).
  - › **DON'T MISS: In partnership with [The Interline](#)**, the online magazine dedicated to technology and the challenges of digitalization for fashion professionals, **Première Vision Paris is organizing a half-day of 4 Talks devoted to tech innovations and solutions in the Smart Tech Zone, Wednesday July 5 from 2 to 6 pm.**
    - *Speakers proposed and presented by Ben Hanson, Fashion Tech specialist and founder of The Interline.*
  
- **A wealth of information and educational content can be found in the [magazine's sustainability section](#) on the Première Vision website:**
  - › **[Smart Keys](#):** articles explaining and exploring the issues and challenges of eco-responsibility.
  - › **[Eco questions](#):** short articles to answer questions about sustainable fashion.
  - › **[The Smart Creation podcast](#):** a monthly show to highlight the industry's most committed players and most relevant initiatives.
  
- **5 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 ! A WHITE PAPER for 'a better way':** a detailed look at this new system for analyzing the sustainable initiatives of Première Vision exhibitors, which is rolled out at Première Vision Paris in July 2023. [DOWNLOAD HERE \(in English, French version coming soon\)](#)
  - › **NEW! FASHION & TECHNOLOGY, Why Smart Tech Is Transforming Fashion.** This new white paper is produced in collaboration with fashion tech magazine The Interline. [DOWNLOAD HERE](#)

## 2. A NEW IFM X PREMIÈRE VISION STUDY: ACTUAL CONSUMER BEHAVIOR IN TERMS OF ENVIRONMENTALLY RESPONSIBLE FASHION.

**As part of the IFM-Première Vision Chair, the French Fashion Institute undertook a study of the consumption of sustainable fashion in Europe and the United States.** Household purchasing budgets, the role of materials, how does «made in» factor in, the growth of the second-hand market: conducted in April 2023, the survey's aim is to provide an overview of the consumption of eco-responsible fashion products, to identify actual consumer behaviors and how they are changing, and to understand how French, Italian, German, English and American consumers perceive brands and the currently existing market offer. Comparisons will also be made with the pre-pandemic period in 2019, in order to measure the evolution of eco-responsible fashion in the past few years.

The results of this new study will be presented exclusively during a dedicated discussion hosted by Gildas Minvielle, Director of the IFM's Economic Observatory.

➤ **Tuesday, July 4 at 4pm in the Talks Area, in the PV Hub (Hall 6).**

## 3. CSR AND ESG CRITERIA AT THE HEART OF PREMIÈRE VISION'S VALUES AND ACTIONS

**Première Vision's approach to eco-responsibility and innovation goes beyond its commitment to the Smart Creation platform, the new «a better way» programme, 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 fair, Première Vision was identified and nominated thanks to the legitimacy of its Smart creation platform.

**Some of the leading actors 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...

## IV. FUELING CREATIVITY: THE FASHION SEASON PRESENTATIONS AND TREND DECODINGS

Fashion forecasting and decoding seasonal trends have been an integral part of Première Vision's DNA since its inception, thanks to its cutting-edge tools and expert fashion team.

This July, the show will be stepping up its very active role in inspiring and guiding visitors in the building of creative and unique Autumn-Winter 24-25 collections, thanks to the trend-decoding directions and tools created by the Première Vision fashion team.



### 1. «SOLAR VISION»: AN AUTUMN-WINTER 24-25 SEASON INFUSED WITH NATURAL, INSPIRING AND CREATIVE ENERGY

At the dawn of powerful transformations impacting our creative and industrial approaches, Autumn-Winter 24-25 urges us to consider our natural resources more responsibly.

Central to this new perspective, a **SOLAR FORCE** emerges as a vital source of inspiration. A promise of sustainability, the sun's boundless, renewable and universal energy steers our hopes toward the future.

**A solar radiance transcends materials and reveals textures, highlighting weaves and surfaces.**

Its light gives rise to new, intensified shines, and gives shape to an enhanced, augmented elegance. The legacy of iconic Couture know-hows is reinvented, imbued with added performance.

**By adopting approaches focused on circularity, the Autumn-Winter 24-25 season encourages us to consider the life cycle of a product well in advance of its design, seeking a balance between fragility and strength.** A quest for symbiosis invites us to tap into the growing technological potential of our modern world, to re-empower our natural world.

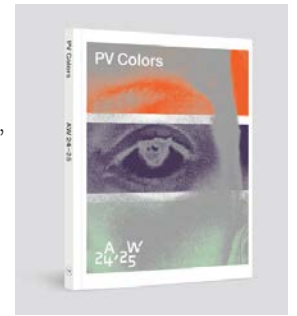
**Alternative solutions branch out like a root system, redefining the contours of a future where mankind's needs and nature's rights find a harmony.** Forging a new complicity, synergistic interactions between the organic and the technological worlds steer our thinking, nourish the graphic vocabulary of our creative output, and guide developments towards virtuous hybrids.

**Autumn-Winter 2024-25 makes room for time, for ingenuity. It not only reconnects with crafts and know-hows, it accentuates them, to foster excellence and longevity.**

## 2. THE PREMIÈRE VISION AUTUMN-WINTER 24-25 RANGE

This season, the Autumn-Winter 24-25 color range features 25 shades exclusive to Première Vision, and, for the first time, spotlights 5 leading colors that are emblematic of the season.

An inspirational and practical tool, with multiple options for all markets.



## 3. INFORMATION POINTS TO GUIDE DESIGNERS AND BUYERS

### • 3 FASHION INFORMATION DESK (between Halls 3 & 4 and on Halls & 6)

Throughout the 3 days of the show, and at each of the 3 Fashion Information Desks, a team of advisors and fashion experts will be available to help buyers organize their visits, answer their questions and identify any issues, to help guide them towards the right choice of materials and suppliers, and assist them in building their collections.

For visitors looking for eco-designed products and solutions to develop sustainable fashion collections, and for any questions regarding eco-responsibility in general, the team will also be on hand to offer advice and answer any questions about the sustainable offer at Première Vision Paris.

### • 1 EMERGING BRANDS DESK (in the Fashion Information Desk in Hall 6)

Developed especially for emerging brands, and in collaboration with the Tranoï show, this service, located at the Fashion Information Desk in Hall 6, offers individual support and advice to help young brands better understand the show and optimize their visits, and guide them in their search for materials, in line with their needs, their markets and their products.

## 4. FIVE FASHION INFORMATION AND INSPIRATION FORUMS

The 5 immersive fashion-inspiration forums and spaces have been redesigned this season to better inspire designers and provide concrete support for buyers as they source materials at the show: INSPIRATION Forum (Hall 5), SOURCING SOLUTIONS Forum (Hall 6), LEATHER Forum (Hall 3), ACCESSORIES Forum (Hall 4), DESIGNS Forum (Hall 5).

› See details in the section of this press kit dedicated to the Fashion (R)evolution (Part I).

### GUIDED VISITS OF THE SOURCING SOLUTIONS FORUM (Hall 6)

At the show, the Première Vision fashion team proposes free guided tours of the new SOURCING SOLUTIONS Forum in Hall 6. This is a special opportunity to fully decode exhibitors' new products for Autumn-Winter 24-25, with selections of the season's most creative, high-quality and sustainable developments, presented by product-specialty and market.

› Visits led by the show's fashion experts in English, French, Italian, Korean, Japanese and Chinese.  
Details here [on the Première Vision website](#).

## 5. 2 TREND TASTING SEMINARS TO DECODE AUTUMN-WINTER 24-25 AND THE LATEST SUSTAINABLE INNOVATIONS

Première Vision's fashion team presents two decodings of the season's trends and colors and the latest developments in eco-responsible sourcing.

Presented at the show in the Talks Area, a conference space in the new PV Hub in Hall 6, and live-streamed on the Première Vision website, these TREND TASTING seminars round out the fashion information available at the show and in the forums. Both decodings can be replayed on the Première Vision website in the weeks following the show.

- **AW 24-25 Fashion Trend Tasting**

This fashion seminar presents key messages and directions for the Autumn-Winter 24-25 season, exploring synergies between fabrics, leathers, accessories and patterns, with a decoding of the season's exclusive color range and the harmonies essential for developing the new season collections.

- A 50-minute seminar in English presented by Lucie Jeannot, Project Manager, Première Vision fashion team.

- Tuesday, July 4 at 2 p.m., Wednesday, July 5 at 12 p.m. and Thursday, July 6 at 11 a.m.

- **Eco-Innovation Trend Tasting**

A seminar created by the Première Vision fashion team to address the industry's needs in terms of effective and committed sourcing, by providing a concrete look at the season's sustainable developments, including key trends and responsible innovations in fabrics, leathers and accessories.

- A 45-minute seminar in English presented by Béatrice Hugues, Project Manager, Première Vision fashion team.

- Tuesday, July 4 at 12 p.m., Wednesday, July 5 at 11 a.m. and Thursday, July 6 at 12 p.m.

## 6. A SEASON REPORT TO DOWNLOAD AFTER THE SHOW

A week after the show, visitors can complement their visit by downloading the Season Report, containing all of Première Vision's fashion content. This comprehensive PDF document, which can be downloaded free of charge, comprises :

- **Articles analyzing the trends for Autumn-Winter 24-25** by the Première Vision fashion team and its partners.
- **Replays of the Talks**, conferences and fashion Trend Tasting
- **Selections of key products** that marked the season
- **3D virtual tour of one of the show's forums**

- Download Season Reports from previous seasons [here](#).

## 7. AUTUMN WINTER 24-25 FASHION INFORMATION ONLINE

From the latest innovations to the season's top trends, the Première Vision fashion team provides inspiration for fashion brands and designers through a series of in-depth articles, videos and product selections to sample directly at the show and on the Première Vision Marketplace.

Articles and information to be found online during the show and throughout the season in the [TRENDS](#) section of the Première Vision online Magazine, to keep up with the latest trends, eco-responsible innovations and industry know-hows.

## V. A RICH PROGRAMME OF CONFERENCES AND SPECIAL EVENTS

The Talks Area, now located in the new PV Hub in Hall 6, will host a series of talks and events to experience over the 3 days of the show:

- **20 conferences** welcoming a panel of industry professionals and experts to address the major themes driving today's industry (ecological transition, digitalization, trends...) to better understand the challenges of fashion today and tomorrow.
- **Exhibitor pitches**, where a selection of exhibiting companies present their latest products and developments.
- **A series of special events at the show**, to dive into traditional or innovative know-hows, enjoy new experiences or simply have a good time.



### 1. 20 EXPERT CONFERENCES

A cycle of 20 conferences, including fashion seminars, to follow live at the show (in the PV Hub, Hall 6) and via live streaming. Following the show, videos can be replayed on the Première Vision website.

› The full programme of talks is [available on the Première Vision website](#).

### 2. EXHIBITOR PITCHES

A selection of exhibitors will be presenting their know-hows and latest developments in the new PV Hub (Hall 6).

› The full programme of exhibitor pitches [can be found here on the Première Vision website](#).

### 3. EVENTS CELEBRATING INSPIRATION AND INNOVATION

Live experiences, happenings, events within the event... several exhibits are being organized by **Première Vision Paris** and its exhibitors across the show's many spaces. Here is just a selection:

#### A. «Moving Lace» competition: Leavers lace in the spotlight at **Première Vision Paris**

In 2022, the design lab (LabLace) of the Museum of Lace and Embroidery in Caudry launched its first international Leavers Lace competition: **Moving Lace**.

Located in northern France, Caudry, together with Calais, now forms a world-wide hub for lacemaking with no less than six lace-making companies:

JEAN BRACQ | BEAUVILLAIN DAVOINE | DARQUER-MERY  
SOPHIE HALLETTE | ANDRÉ LAUDE | SOLSTISS

Protected by the **Dentelle de Calais-Caudry®** trademark, Leavers lace is a high quality fabric that is both precious and rare, woven on a traditional Leavers loom, employing to a unique process and savoir-faire that lends this lace an unparalleled delicacy and transparency.

LabLace launched this competition to stimulate the creativity and curiosity of fashion design students regarding Leavers lace. By giving them the opportunity to explore the full potential of this lace, they gained greater awareness of the material and developed innovative approaches to cutting-edge finishing techniques and unprecedented ways of using it in fashion.

The competition is sponsored by the **On Aura Tout Vu** couture house. Founded in 2002 by designers Livia Stoianova and Yassen Samouilov, *On Aura Tout Vu* is renowned on the international fashion scene for its wild, edgy style merging unconventional uses of materials, sophistication, handcraftsmanship, and technological innovations.

After two jury sessions, 3 winning entries and a 3<sup>rd</sup> runner-up were selected:

- Maelyse Guénal from Mod'Art,
- Cristiano Castelli from IFM Paris,
- Marion Terle from Ecole de Condé Lyon
- Victoria Bruniaux from LISAA.



Sponsored by **Livia Stoianova** and **Yassen Samouilov** of the *On Aura Tout Vu* collective, the competition brought together a jury of professionals and experts chaired by **Mr. Jean-Pascal Laude**, lacemaker and President of the museum association:

- **Ariane Bigot**, Associate Fashion Director, **Première Vision**
- **Marie-Emmanuelle Fron**, fashion and textile journalist
- **Anne-Sophie Méry**, First Deputy for Culture, Ville de Caudry
- **Katell Palix**, Director of the Caudry Lace and Embroidery Museum
- **Claire Catoire**, head of the fashion and design department at the Musée des dentelles et broderies de Caudry (Caudry Lace and Embroidery Museum)
- And representatives of Caudry's six lace manufacturers.

The winners' collections will be presented at **Première Vision Paris**, from July 4 to 6, 2023, in an area specially dedicated to the competition (at the back of stand 5R1 - Hall 5), and during an exhibition at the Musée des dentelles et broderies de Caudry starting in mid-September.

## A. Manteco® celebrates 80 years at PV PARIS

Manteco®, a leading Italian company for premium quality textiles and circularity since 1943, this year officially turns 80 and will be present at Première Vision Paris with a special area: the company has set up the “Manteco® Circular Economy Experience”, at Hall 6 Stand B20, where all visitors will discover the circular and low-impact process to create luxury MWool® textiles from post-consumer garments, pre-consumer wool scraps, unsold garments and post-industrial wool waste.

Visitors will actively participate in the “sorting” process, where preloved wool garments are divided per color and composition, then cleaned from non-recyclable elements. After this interactive process, people will see these materials being turned into precious and colorful MWool® fibers, the next generation of recycled wool by Manteco®, through a mechanical ‘fraying’ process. These fibers will be then taken by our color specialists, who will create colors without added dyes and chemicals through the Recype® technique (which stands for ‘Recycled Wool Color Recipe’), by weighing and mixing different shades of MWool® fibers in specific percentages.

Manteco® will also present its new and branded low impact virgin wool: ReviWool®; and some new, premium quality collections. “Enzo”, a premium collection of renovated, iconic, melton Manteco® fabrics that feature a super felted and extra-compact look, a signature blurred weave, and a strong, dense handfeel. And “Noble”, a luxurious and premium collection of wool and cashmere fabrics by Manteco®, to further enrich essential outerwear textiles with a touch of extra-soft, silky and fine recycled cashmere, which is one of the leading, superior quality circular fibers.

- **Les journalistes sont chaleureusement invités à un cocktail d’anniversaire le 5 juillet, à partir de 17 heures, Hall 6 - stand B20.**

# MANTECO®

## About Manteco®

Manteco® has been a leading Italian company for premium quality textiles and the wool circular economy since 1943. It was first established in 1941 as a small spinning mill by Enzo Anacleto Mantellassi, who started the production of recycled wool yarns, obtained by regenerating old military clothes and blankets. Over the decades, the company has maintained the same, circular DNA and has become a point of reference in the fashion world, thanks to a high level of creativity, research, constant investments, innovative textile solutions and a scientific approach to sustainability.

Today it is still a family-run business and produces 100% in Tuscany, in a specialized, zero-mile, fully traced, transparent and certified supply chain called MSystem: a network of more than 56 partner textile companies (ragmen, recyclers, spinners, warpers, winders, weavers, finishers) that follow the Charter of Supply Chain Commitments drawn up by Manteco® and the highest production standards.

Manteco® is particularly committed to circular fashion, which is why it has developed numerous projects: a Zero-Waste system to recover all wool industrial waste from production processes, a Sustainable Design philosophy to create durable and recyclable wool textiles, Project43 and Project53 to recycle wool fabric offcuts produced during the garment-making phase, and unsold or second choice wool garments. But that’s not all, Manteco® has also created its own brands of sustainable wool. [MWool®](#), the next generation of recycled wool, and [ReviWool®](#), the low-impact virgin wool. All of this has led the company to become a Member of the Ellen MacArthur Foundation’s Network and a partner of the Monitor for Circular Fashion by SDA Bocconi.

Manteco® was the first-ever textile company to apply [a Life Cycle Assessment on recycled wool fibers](#), later also published as [a scientific article on MDPI Resources](#), certified according to the international standard EPD® Environmental Product Declaration.

Manteco® is also strongly engaged in the field of education with [the Manteco Academy](#) project, through which we partner with the world’s best fashion schools by giving lectures about circular fashion, arranging eco-design contests and donate deadstock fabrics to students for their final projects. Manteco Academy has recently been accepted among [the UNECE’s Sustainability Pledge submissions](#).

## C. The Woolmark Company – Forecourt and stand 6E20

In the runup to the Paris 2024 Olympic Games, The Woolmark Company is celebrating eco-responsible running and rolling out an athletics track on the forecourt of the Parc d'Expositions!



You can also discover the **SuperNatural Runner x Circle Sportswear** – the first circular running shoe made in Europe – at the Woolmark 6E20 stand.

## D. Larger than life Faux Furs

For the past 20 years, Ecopel has been the leading specialist in luxurious and responsible faux fur – a company that strives to be disruptive, a reflection of the modern world and, above all, looking towards the future.

A more virtuous future, where recycling takes on a new status. Ecopel doesn't just offer alternatives to animal furs, it offers the fashion world a new generation of more virtuous synthetics, while persistently imagining a de-plasticized future.

*You can't stop innovation. Bio-manufactured materials will one day enable us to create synthetics derived not from petrochemicals but from plant residues. We'll then have a holistic solution that addresses two pivotal issues: putting an end to the exploitation of nature and ceasing the use of fossil-based materials. Statement from Christopher Sarfati, CEO of Ecopel.*

### A STOCK SERVICE DEDICATED TO RECYCLED FURS

Recycling, a key pillar of Ecopel's sustainable development strategy, takes center stage this year with its brand-new site, the **House of Faux Fur**. The idea is to make fur products crafted from recycled fibers accessible to a wider audience! An imitation fox, created from plastic waste – that's a double win that resonates with today's new generation of designers. With a minimum order of just 1 meter and materials certified by GRS, Oeko-Tex, and even biofabrication, the *House of Faux Fur* is positioning itself to be the home of eco-responsible designers.

To celebrate these positive values, Ecopel and Première Vision are joining forces with a series of decidedly festive and upbeat initiatives. Recycled faux fur notebooks will be offered at the entrance to the show, while the two Platinum Clubs – located in Hall 3 and the mezzanine of Hall 6 – will treat VIP buyers to tote bags made from recycled faux fur.

➤ Discover Ecopel in Fabrics/ Hall 5 – stand 5S118

## SOLAR PARTY PATIO HALL 5

Starting at 4:30 pm on the first day of the show, join us for a drink and a dance on the patio in Hall 5, for a sun-themed party!





## D. Special events in Hall 3

### • Leather Forum – Hall 3

- **IBM presentation space:** Discover the IBM solutions for traceability & sustainable development: blockchain, data sharing, carbon footprint measurement & reporting... All the innovative solutions proposed by one of the market's leaders for a more transparent and environmentally responsible value chain, and to guarantee efficient, sustainable and reliable traceability.
- **Microsoft presentation space:** Microsoft Cloud for Sustainability, Supplier ESG Data Copilot, AURA, «Azure for Agriculture». For the first time, Microsoft exhibits its range of solutions relating to environmental and social issues.

### • Maison Felger – Hall 3, Stand 3C18

Visit the Maison Felger and its various ateliers for a unique blend of technology and exceptional artisanship:

1. a live painting area, where finishing technician Carole Douli offers painting demonstrations on shoes and leathers
2. a scanner area for foot measurements
3. a 3D printing area
4. a snack area
5. a shoe presentation area

With digital measurements, additive printing and innovative materials, Maison Felger offers visitors the chance to scan their feet on the stand for made-to-measure shoes.

- **Upcycling by Sed Nove in partnership with Adapta – Hall 3, Stand 3C18:** Première Vision invites you to enjoy an upcycling experience imagined in collaboration with Sed Nove Studio, a specialist in event-based upcycling in partnership with Adapta, a circular sourcing solution. In just 15 minutes, you'll create your own personalized pouch made of leather sourced from the luxury industry's circularity efforts.



As part of its growing commitment to eco-responsibility, Première Vision wanted, at this July 2023 edition, to spotlight the issues surrounding the leather industry's deadstocks, opting to treat its visitors to a truly novel upcycling experience. SED NOVE Studio, a specialist in upcycling events, is taking over a 48m<sup>2</sup> space and imagining an XXL experiential workshop for Première Vision Paris. Over the three days of the show, 1,200 visitors will be able to assemble and personalize a leather pouch born of the fashion and luxury industry's circularity efforts. Three materials will be featured in this immersive experience. These include cowskins and taurillon collected by Adapta, a circular sourcing solution, and selected especially for Première Vision.

With an entire stock of sheepskin collected from a Parisian subcontractor in the luxury goods industry, and Plexiglas, whose own story here demonstrates all the creativity involved in upcycling: in its February 2023 edition, Première Vision opted to use Plexiglas slats, in three colors, in its displays. Identified by SED NOVE for their high potential for re-use, they were set aside during the dismantling of the show, and later transformed in the SED NOVE workshop into a useful leather goods component - the ring of the pouch that visitors will be able to fabricate for themselves this 4<sup>th</sup> to 6<sup>th</sup> of July.

## THE SED NOVE STUDIO

As a specialist in event-based upcycling, SED NOVE forges partnerships with luxury houses to coordinate the long-term re-use of their leftover stocks of branded leathers and components. This is done without destroying any stock, but rather by giving it a new value and a new use. SED NOVE's mission is to make a houses' environmental, social and cultural initiatives visible through the materials used to make fashion. This is why SED NOVE coordinates experiential workshops from A to Z, enabling fashion houses to reuse their stock to raise awareness among their collaborators, engage with the press and win over their clients. SED NOVE also manufactures finished objects from its customers' branded deadstocks, transforming them into long-lasting PR objects which can then be offered to a fashion house's employees, partners and customers. These value-adding initiatives showcase SED NOVE's eco-designed assembly expertise, recognized as a fine craft in 2021 by the Institut National des Métiers d'Art.

Founded in 2019 by Leopolda Contaux-Bellina, SED NOVE has grown thanks to the support of the French Ministry of Culture. In 2022 it won the Grand Prix de l'Entrepreneuriat initiated by Maison Ami Paris and the Institut Français de la Mode. SED NOVE has successfully profited from the long experience of its founder Leopolda, who has been exploring special event formats to upcycle and revalue leather deadstock since 2012. – [www.sednove.studio](http://www.sednove.studio)

## ADAPTA

Stand 30, PV Hub – Hall 6

### **La mission d'Adapta? Lutter contre le gaspillage des matières.**

Since 2018, Adapta has been rethinking ways to reuse the most valuable materials. Our circular sourcing solution unearths high-end leathers at luxury firms and their providers, for use by brands and designers. Adapta will be showcasing leather samples such as smooth cowskins and grained taurillon leathers in the Smart Creation area and the new deadstock space. – [www.adapta-paris.com](http://www.adapta-paris.com)

## VI. RDD OUTFITS THE SHOW'S HOST TEAM

### A new plant-based fiber outfit for PV Paris

Based in Portugal, RDD Textiles creates responsible fabrics made from bio-based, regenerative or recycled materials. Each fabric goes through an eco-mindful development process, taking into account environmental and social impacts throughout its life cycle.

Continually searching for innovative materials and technologies to reduce the fashion industry's impact on the environment, the Portuguese company has been chosen to create the new outfits for the host team of the next two editions of Première Vision Paris, in July 2023 and February 2024



### A 100% plant-based urban silhouette

With an oversize sleeveless hoodie and matching long-sleeved t-shirt for the winter edition, the silhouette boasts a comfortable sportswear look, ideal for striding through the show's 4 halls.

But it's in the composition and dyeing process that the real innovation of this new outfit lies. Developed from a unique blend of 60% bamboo lyocell, **20% banana fiber and 20% pineapple fiber**, the outfit incorporates **Recycrom™ technology**, which revolutionizes both the fabric's composition and processing.

### Recycrom™, the dye of tomorrow

Mindful of the environmental footprint of the new outfit's dyeing and printing process, **RDD used its Recycrom™ technology** to adorn the outfits - a revolutionary technology that uses **mechanically recycled dyes** from fibrous materials and textile waste without using harmful chemicals.

The result? An innovative look that stylishly demonstrates that even the most seemingly mundane materials and processes can be transformed with **a little imagination, creativity and commitment to a more responsible world, a world** where fashion and circularity will surely go hand in hand.

Emblazoned with the motto **«Recycle the past, colour the present»**, the new PV Paris uniform reflects this commitment, shared by both the RDD Textiles and Première Vision Paris teams.

## REGISTER FOR THE NEXT SALON PREMIÈRE VISION PARIS

In order to attend the show, don't forget to register via the following link:

[BADGE REQUEST](#)

Once you have registered, and after your accreditation request has been validated by our press teams, you will receive your journalist e-pass by e-mail.

### 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

# CONTACTS

PREMIÈRE VISION

**Press Office**

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

**Igor Robinet-Slansky**

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

i.robinet@premierevision.com

**Matthieu Mebarki**

m.mebarki@premierevision.com

**Claudie Le Souder**

Chief Marketing & Communications Officer

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

c.lesouder@premierevision.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

paris.premierevision.com

PREMIÈREVISION  
*The art & heart of fashion*

