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GET READY FOR A  
BRAND NEW SHOW!

## PRESS RELEASE

12 JULY 2023

4 — 6 JULY 2023  
PARIS NORD - VILLEPINTE

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



PREMIERE VISION PARIS LAUNCHES BRAND-NEW PROGRAM  
TO SUPPORT THE CREATIVE FASHION INDUSTRY AT JULY 2023 SHOW:  
**‘a better way’ !**



The second July edition of Première Vision Paris closed its doors on Thursday 6 July 2023, with 25,117 visitors from 95 countries hitting the aisles to discover the creative offer from 1,315 exhibitors for Autumn-Winter 24-25.

### KEY FIGURES OF THIS EDITION

**25.117 VISITORS** (+7% vs July 2022) INCLUDING **17.317 INTERNATIONAL VISITORS**

**1.315 EXHIBITORS**  
(+10% vs July 2022)

**30 CONFERENCES**

**10 GUIDED VISITS OF THE FORUMS**  
*in French, English, German, Italian, Japanese, Chinese and Korean*

**5 FORUMS FOR AN IMMERSIVE LOOK AT NEW PRODUCTS AND INNOVATIONS**  
*Inspiration, Sourcing Solutions, Accessories, Leather, Designs*



« While 2022 was a year of recovery for the creative fashion industry, 2023 was marked by a **still unstable global economy** impacting the **entire sector**, with consumer spending under pressure, a weakened mid-range and inflation. Despite all this, **Première Vision Paris** - celebrating its 50th anniversary this year - **continues to play a driving and unifying role**, attracting **25,117 visitors**, 70% of them international. This edition confirms the gradual - but tangible - return of visitors from Asia, from China in particular. »

**Gilles Lasbordes**, Directeur Général de Première Vision.

By showcasing the exceptional creativity and unwavering commitment of its exhibitors, **Première Vision Paris charts a path for a constantly evolving industry tackling significant environmental, social and technological challenges.** Exhibitors, buyers and visitors alike transformed PV Paris 2023 into a forward-looking edition, both in the show aisles and at the thought-provoking talks held in the **PV HUB**, which welcomed more than **65 guests** including: **Gildas Minvielle** (Director of the Economic Observatory at the Institut Français de la Mode), **Romain Brabo** (Co-founder and CEO of Nona Source), **Linda Bulic** (Innovation Analyst at Fashion for Goods), **Pauline Godd** (Program Manager at TrusTrace) and **Vincent Grégoire** (Director of consumer trends and insights at NellyRodi).



## A SECTOR IN TRANSITION: 'a better way' - the sustainable programme for more transparent sourcing, a deadstock itinerary, and more.

Working closely with industry professionals, PV Paris is constantly stepping up its commitment so as to adapt to international market conditions and effectively address the **transformative challenges of the sector, whether that means comprehending new regulations, adapting to new consumer behaviors or making the transition to sustainability.**

Since the February 2023 edition, Première Vision has offered a trail dedicated to **deadstocks** on its Marketplace. In July, this trail was expanded and **new specialized partners joined the show aisles, giving brands the opportunity to source creative upcycled materials, and suppliers the chance to resell their stocks from past collections.**

The **'a better way' initiative - the sustainable programme for more transparent sourcing** - was also launched this season as a way to give buyers and brands better information and concrete solutions in terms of sustainable sourcing and production. It highlights exhibitors' sustainable initiatives through simple, clear pictograms displayed directly on the stands of this season's 290 participants. **The 'a better way' program will be launched at PV Denim at its next edition in Milan this 22 and 23 November 2023, and will be continued at Première Vision Paris in February 2024.**

[Learn more about 'a better way'](#)

[See the 'a better way' exhibitors](#)



## STUDY ON ECO-RESPONSIBLE FASHION CONSUMPTION:

« Actual consumer behavior regarding sustainable fashion »

As part of the IFM x Première Vision chair, a study of consumer behavior with regards to eco-responsible fashion in Europe (France, Italy, Germany, UK) and the USA was conducted in 2023.

To view the results of the study: [click here](#)

« **Eco-responsibility represents a new challenge for fashion.** At Première Vision, beyond helping buyers discover the season, we do all we can to help them with their sustainable sourcing while also keeping an eye on the season's key emerging trends. We decoded three such trends for Autumn-Winter 24-25: **solar vision** - symbolically capitalizing on a powerful, renewable energy source; **augmented elegance** - producing higher-quality fabrics for garments that last and thus reduce consumption; and **natural inspiration and the digital medium** - drawing inspiration from nature for a very modern, present-day aesthetic. »  
Desolina Suter, Fashion Director of Première Vision.

## A SHOW CENTERED ON INNOVATION AND CREATIVITY

Ideal places to meet and share ideas, **the 5 forums** with their striking displays **attracted industry professionals in search of new and innovative products**, including: **environmentally-friendly faux furs** in natural cotton or wool fibers, and cotton-mohair blends on a woven base; **embroideries with luxurious effects** that morphed into jewel-fabrics; **cut-yarn jacquards** with XXL motifs in dazzling hues, with livelier sheens and doubly-shiny gilded aspects; **leathers with treatments applied in gradients**, for color full of variation and textures from smooth to velvety; and **accessories where precious materials are worked together** in a muted white - **a tribute to luxury craftsmanship, combining refined embroideries and delicate feathers.**

In step with **changing consumer practices and expectations**, innovation was also front and center in the exhibitors' stands: **from pigmentation solutions that use bacteria, to post-consumer recycling solutions for eco-designed garments.**

### SOME OF THE VISITORS AT THE SHOW:

&OTHERSTORIES - A.P.C. - ACNE STUDIOS - AGENT PROVOCATEUR - AGNELLE - AGNES B - AIGLE - ALEXANDER MCQUEEN - AMERICAN - EAGLE OUTFITTERS - AMERICAN VINTAGE - AMI PARIS - APOSTROPHE - AZZEDINE ALAIA - BA&SH - BALENCIAGA - BALIBARIS - BALMAIN - BANANA REPUBLIC - BARBARA BUI - BEAUMANOIR - BELLA DAHL - BELLEROSE - BENETTON - BENSIMON - BERLUTI - BERSHKA - BESTSELLER - BEYMEN BIMBA Y LOLA - BLEU FORET - BOGGI MILANO - BONOBO - BONPOINT - BOOHOO - BOTTEGA VENETA - BULGARI - BURBERRY - BURTON - C&A - CALVIN KLEIN - CALZEDONIA - CANALI - CARHARTT - CAROLL - CARTIER - CARVEN - CELINE - CELIO - CHANEL - CHANTELE - CHARLOTTE - SPARE - CHEVIGNON - CHLOE - CHOPARD - CHRISTIAN LOUBOUTIN - CITIZENS OF HUMANITY - CLAUDIE PIERLOT - CLOSED - CLUB MONACO - COMME DES GARCONS - COMPTOIR DES COTONNIERS - CONVERSE - COPERNI - COS - COURRÈGES - CYRILLUS - DE BONNE FACTURE - DECATHLON - DES PETITS HAUTS - DESIGUAL - DEVRED - DIESEL - DIM - DIOR - DOLCE & GABBANA - DRIES VAN NOTEN - EDWIN - EUROPE EILEEN - FISHER - EL CORTE INGLES - EL GANSO - ELSA SCHIAPARELLI - EMANUEL UNGARO - EP YAYING - ERAM - ERDOS - ERES - ESPRIT - ETAM - ETRO - ETUDES STUDIO - FAGUO - FAST RETAILING - FATHER AND SONS - FENDI - FETE IMPERIALE - FIGARET - FILIPPA K - FORTE FORTE - FRAME - FREITAG - FRENCH CONNECTION - FURLA - FUSALP - G-STAR RAW - GALERIES LAFAYETTE - GAP - GAUCHERE - GERARD DAREL - GERRY WEBER - GIORGIO ARMANI - GIVENCHY - GOYARD - ST HONORE - GUCCI - GUESS - H&M - HARRIS WILSON - HARTFORD - HEIMSTONE - HERMES - HIROKO KOSHINO - HOSS INTROPIA - HUGO BOSS - ICICLE - IKKS - INDITEX - INES DE LA FRESSANGE - IRO - ISABEL MARANT - ITOCHU - IZAC - J. CREW - J.M. WESTON - JACADI - JACQUEMUS - JAIME MASCARO - JENNYFER JEROME DREYFUSS - JIL SANDER - JNBY FINERY JOSEPH - JULES - JW ANDERSON - K-WAY - KAPORAL - KARL LAGERFELD - KENZO - KERING - KOCCA - KOCHÉ - KOOKAI - LA REDOUTE - LACOSTE - LANCASTER - LANCY - LANVIN - LC WAIKIKI - LE BON MARCHÉ - LE CHEMISEUR - LE TANNEUR - LEE COOPER - LEMAIRE - LEONARD - LES PETITES - LF CORP - LIBERTY LONDON - LIDL - LISE CHARMEL - LIU JO - LOEWE - LONGCHAMP - LORO PIANA - LOUIS VUITTON - LULULEMON - LVMH - M MOUSTACHE - MAC DOUGLAS - MAISON 123 - MAISON AMELIE PICHARD - MAISON BALZAC - MAISON KITSUNE - MAISON LABICHE - MAISON MARGIELA - MAISON MICHEL MAISON - RABIH KAYROUZ - MAJE - MAJESTIC FILATURES - MANGO - MARC JACOBS - MARIMEKKO - MARINE SERRE - MARKS & SPENCER - MASSIMO DUTTI - MAX MARA - MAZARINE - MICHAEL KORS - MICHEL KLEIN - MINELLI - MONCLER - MONOPRIX - MORGAN - MOYNAT - MUDO - MUGLER - NAF NAF - NATALYS - NEW YORKER - NEXT - NIGEL CABOURN - NIKE - NINA RICCI - NORDSTROM - OFFICINE GENERALE OKAIDI - OLIVER BONAS - ORCHESTRA - OTB - OVS - OXBOW - OYSHO - PACO RABANNE - PATOU - PAUL SMITH - PAULE KA - PETIT-BATEAU - PETITE MENDIGOTTE - PHOEBE PHILO - PIERRE CARDIN - PIMKIE - POLENE - PORSCHE - PORTS 1961 - PRADA - PRIMARK - PRINCESSE TAM TAM - PRINTEMPS PRONOVAS - PRYM - PUCCE - PYRENEX - RALPH LAUREN - REDSKINS - REPETTO - RICHEMONT - RICK OWENS - RIVER ISLAND - ROSEANNA - ROSSIGNOL - ROUGE - SAINT LAURENT - SAINT-JAMES - SALVATORE FERRAGAMO - SAMSØE SAMSØE - SAMSONITE - SAMSUNG - SANDRO - SERGENT MAJOR - SESSUN - SEZANE - SIMONE PERELE - SŒUR SONIA RYKIEL - SPRING COURT - ST DUPONT - STELLA MCCARTNEY - STRADIVARIUS - SUPERGA - SUPREME - SWATCH - TARA JARMON - TARGET - TED BAKER - THE KOOPLES - THE NORTH FACE - TOD'S - TOMMY HILF - TORY BURCH - TOYOSHIMA - TRIUMPH - UNDER ARMOUR - UNIQLO - UNITED ARROWS - URBAN OUTFITTERS - VACHERON CONSTANTIN - VAKKO - VALENTINE GAUTHIER - VALENTINO - VANESSA BRUNO - VEJA - VERONIQUE LEROY - VERSACE - VF CORPORATION - VICOMTE ARTHUR - VICTORIA SECRET - VILBREQUIN - VIVIENNE WESTWOOD - VOLKSWAGEN - WEILL - WOODWOOD - Y PROJECT - YAGI&CO - YVES SALOMON - ZADIG & VOLTAIRE - ZAPA - ZARA - ZEGNA

## REGISTER FOR THE NEXT SALON PREMIÈRE VISION PARIS

### MEDIA ACCREDITATION REQUEST

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#### LES PROCHAINS RENDEZ-VOUS DE PREMIÈRE VISION

##### **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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