



Photo: Paul Blokhorn

**PRESS REPORT**

JULY 27, 2023

JULY 18 & 19, 2023  
CENTER415, NEW YORK

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

## NEW YORK

## A SUCCESSFUL EDITION: PREMIÈRE VISION NEW YORK WELCOMED HIGHER ATTENDANCE AND A QUALIFIED CROWD



Première Vision New York just wrapped up one of its best editions of the Summer. On July 18th and 19th, over 2,600 fashion professionals and creators walked into Center415 to see the collections, trends and colors of Autumn-Winter 24-25. Along with the large attendee turnout, 179 carefully selected exhibitors specializing in fabrics, leathers, designs, accessories and manufacturing proved Première Vision to be the prime sourcing hub in New York.

### KEY FIGURES OF THIS EDITION

2.635 VISITORS (+31% vs July 2022) including 635 INTERNATIONAL VISITORS

179 EXHIBITORS (+80% vs July 2022)

8 TALKS (356 attendees)

In 2023, Première Vision New York wanted to bring on a fresh perspective on sourcing in America. With **eco-ethics, innovation and uniqueness** at the forefront of the company's mission, the PV New York team made sure to increase the number of vendors and services for this July edition. Newly added **immersive experiences, trending seminar topics and an updated color range** for purchase allowed PV visitors to gain an understanding of what's to come for the upcoming season.

For the **AW 24-25 collections**, Première Vision encourages fashion players to immerse themselves in challenging collections: **creative, diverse, eco-friendly, fancy, technologically advanced and locally available** in terms of manufacturing. When considering the industry's immense environmental impact, **a new and more responsible perspective of reinventing garments and materials through natural resources emerges**. Bright and neutral pigments get specific attention this season as they make a sharp contrast that transcends time. Saturated earth tones and the fluidity between warm and cool colors, such as organic yellows and elaborate blues, create sophisticated and lively harmonies which was the main showcase that PV New York offered to the visitors.

Première Vision New York's show witnessed an abundance of new eco-innovations that aim to bring a new perspective on how we manufacture, design, print and accessorize in North America. Through providing recycled resources, fiber blends, natural dyeing and repurposed fabrics, Première Vision aims to distinguish ourselves as the abundance of innovation and creativity.

After meeting a surge of on-trend fashion representatives in the field, PV is ready to **reconnect with the energetic richness that fashion ornamentals and materials hold**. References to unity and the **sybiotic relationship between nature and humans were reflected through the color and trend tasting hosted by Première Vision's consultant Celine Khawam**. Her presentation on color trends and the earthly synergies between all fashion mediums was well received by over **270 audience members**. PV New York plans to continue enriching designers with all the knowledge necessary to develop a timeless yet trending collection through a historical, societal and ethical lens.

Première Vision New York saw the popular and long-standing brands come back to Center415 with an endearing eagerness to reconnect with PV's cohesively curated selection of suppliers. There was a mass of buyers from the classic and renowned brands such as **Calvin Klein, J. Crew, Coach, Gap Inc., Marc Jacobs, Michael Kors, Supreme, Under Armour, Rag & Bone, Rebecca Minkoff, Tommy Hilfiger, Vera Bradley and Veronica Beard**. At PV New York, there is an emphasis on inclusivity and openness to original ideas. Furthermore, Première Vision was excited to welcome an increase in emerging and local brands that PV believes will change tomorrow's market. Attendees such as Aknvas, Cinq à Sept, KITH and LoveShackFancy are strong forces to be reckoned with in the industry.

With another successful edition in the repertoire, Première Vision New York has no doubt that the North American market will continue to thrive going into 2024. The Première Vision team looks forward to seeing everyone back in January for a revamped New York edition that will surely surprise everyone.

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