

PV PARIS

6 – 8
FEBRUARY
2024



MUTATIONS

**PRESS
RELEASE**

Photo : Armando Terrero, Collage: Julien Iztueta



PREMIÈRE VISION PARIS RETURNS FOR 3 DAYS, SHINING A LIGHT ON THE INDUSTRY'S MOST EXCITING NEW TRENDS AND INNOVATIONS FOR SPRING-SUMMER 25



This 6, 7 and 8 February 2024, Première Vision Paris - the international event for creative fashion professionals - returns to the Parc des Expositions at Paris Nord Villepinte. PV Paris is a place to find inspiration, share ideas and build future collections of ready-to-wear, accessories (fashion jewelry and leather goods) and footwear. Visitors will discover the Spring-Summer 25 collections of nearly 1,200 international exhibitors, including 73 newcomers (spinners, weavers, tanners, textile designers, makers of accessories and components, garment manufacturers), from 42 countries including Italy, France, Spain, Korea, Japan, the UK and more.

8 UNIVERSES SERVING THE CREATIVE FASHION MARKET: **Yarns** (yarns and fibers), **Fabrics** (textiles), **Designs** (textile designs and motifs), **Accessories** (accessories and components), **Manufacturing** (fashion manufacturing), **Smart Creation** (technical and technological innovations, sustainable materials), **Maison d'Exceptions** (exclusive know-hows), **Leather** (leather).



360° Leather - from farm to tech : Today's leather industry is facing **new challenges** that go well beyond the technical issues tanners and their partners have always surmounted thanks to their extraordinary inventivity and adaptability.

Expectations in terms of **quality and volume, the preservation of lands and their ecosystems, and environmental and traceability issues are becoming permanent priorities for the leather industry.** It is now crucial for all players in the supply chain (from production to distribution) to work together.

Given this context, **Première Vision has decided to gradually integrate issues and solutions destined to shape tomorrow's leather industry** into its overall approach to the sector, including a look at new technologies, tomorrow's agriculture, adapting to climate change and more. With, for the first time in February 2024, 8 brand-new kinds of players at the show.

To shed light on the challenges involved in the industry's transformation and the future of the industry:

- **PV LEATHER HUB:** an area comprising the «Leather Forum», showcasing **exhibitors' latest innovations;** the «Industry Innovation» hub (where companies specializing in **agriculture, the environment and tech** will present their solutions); and the Platinum executive lounge (a place to dine and relax for members of the Platinum program).
- **Les Tanneurs Français :** a village grouping **14 French tanneries and the FFTM** (French Federation of Tanners) under a single banner.
- **The FFTM x IFM exhibition:** students from the Institut Français de la Mode (IFM) will exhibit **leather-goods projects** created using leathers from French tanners.

FOR A MORE ECO-RESPONSIBLE FASHION: Launched in July 2023, '**a better way**' - the program that decodes and showcases exhibitors' efforts and investments designed to promote a more responsible fashion industry - has expanded to include **two new show universes** as of February 2024. Manufacturing and Smart Materials will thus be joining Fabrics, Yarns and Leather, which are already integrated into the program.

Deadstock - fashion houses' unused materials - will be offered by industry experts **Adapta** and **Nona Source** and, for the first time, **L'Atelier des Matières.** In addition, **a special area dedicated to deadstock from PV Paris exhibitors** will be featured at the show.

[Learn more about the exhibitors involved in this approach](#)



SPRING-SUMMER 25 FASHION TRENDS: come discover the Spring-Summer 25 trends. To help guide and inspire visitors, the Première Vision fashion team, headed by Première Vision Fashion Director **Desolina Suter**, has created a range of trend-decoding tools and solutions:

- **The PV Color Book SS25**, the color range. Trend analyses are also regularly published in the Première Vision on-line magazine. [Learn more](#)
- **5 fashion forums highlighting** the latest innovations (audio guides available in English, French, Italian, Korean, Japanese and Chinese)
- **Informative seminars**

MAISON D'EXCEPTIONS : an annual event held at the February edition of Première Vision Paris, MEX is a **space dedicated to rare, artisanal know-hows**. It brings together **some twenty artisans from around the world** (Japan, France, India, Italy, China and Spain), to showcase their unique techniques.

TALKS AREA & PITCHS AREA : INVITING NEW THINKING.

A full program of **over 30 conferences** featuring a range of experts. The themes include:

- How to combine profitability and eco-responsibility by reusing materials?
- How are sourcing strategies adapting to the new fashion landscape?
- How to tailor climate action in the EU fashion industry?
- Toxic dyes: consequences for human health and ways to protect against them
- Lingerie: coming trends & innovations
- Accessories for Summer 2025, the comeback of the 90s!

CHECK OUT THE FULL CONFERENCE PROGRAMME

(Coming soon...)



YOUNG DESIGNERS IN THE SPOTLIGHT. As a long-standing partner of the Hyères International Festival of Fashion, Photography and Accessories, Première Vision is setting aside a dedicated space for **Igor Dieryck**, winner of the Grand Prix du Jury Mode 2023. The space will showcase the young designer's **Yessir! - collection**, an inspiring reflection on the role played by hotel staff, which challenges uniform norms to create a new, more contemporary interpretation.

Each February, **Première Vision Paris welcomes the 10 finalists of the** current year's **competition to the show.** **They come to source materials** from a selection of volunteer exhibitors - who Première Vision thanks once again for their support and commitment - **to create the collections they will present at the 39th edition of the Hyères Festival** next 10 - 13 October 2024.

In line with its ongoing support for young designers, **Première Vision, for the first time, is offering a program specially targeted to enthusiastic fashion students** wishing to learn more about the world of creative fashion. These students will be given a presentation of the show and its role on 8 February at 9:30 a.m. This initial conference will be rounded out by :

11am-12pm: fashion seminar

12pm-1pm: «For a more sustainable fashion industry» seminar

2:30 - 3:30 pm: guided visit of the Inspiration Forum OR guided visit of the Leather Forum

3pm-4pm: Fashion seminar and «For a more sustainable fashion industry» seminar

3:30 - 4:30 pm: guided visit of the Leather Forum

REQUEST ACCREDITATION

1 - Log in or create your Première Vision account

2 - Once you have entered your request, you will receive your e-pass within 48 hours.

VISITOR INFORMATION

6-8 February 2024 | 9:00 am - 6:30 pm

Parc des expositions Paris Nord Villepinte

PREMIÈRE VISION APP

Available on App Store and Play Store (Badge, Map, Programme, Exhibitors)

ON SITE: JOIN US AT THE PRESS AREA (HALL 6)

Personalized support, Work and rest space,

Snacks and drinks, Magazines

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UPCOMING PREMIÈRE VISION EVENTS

Première Vision New York

17 & 18 January 2024
Tribeca 360, New York City

Première Vision Paris

6 & 8 February 2024
Paris Nord - Villepinte

Première Vision Shenzhen

10 – 12 April 2024
Shenzhen World Exhibition & Convention Center
(BAO'AN)

Denim Première Vision

5 & 6 June 2023
Superstudio Più, Milan

paris.premierevision.com



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The art & heart of fashion

