

PV PARIS

6 – 8
FEBRUARY
2024

MUTATIONS

PRESS
RELEASE

Photo : Armando Terrero, Collage: Julien Iztueta

POSITIVE RESULTS AND A STRENGTHENED OUTLOOK: ON THE HEELS OF A SOLID FEBRUARY SHOW, PREMIÈRE VISION CONFIRMS JULY 2024 CALENDAR

Last Thursday 8 February 2024, Première Vision Paris closed its doors on a **solid edition**, fueled by a dynamic **fashion industry undergoing a total transformation**, and is now enthusiastically and confidently readying its July 2024 edition. The 3-day show gave its **1,180** carefully selected **international exhibitors** an opportunity to present their new developments to **30,340 visitors** from **125 countries**, who combed the aisles in search of the latest creations. Attendance was high and visitor quality broadly acclaimed, confirming Première Vision Paris's **pioneering status** and **unique position in the global industry**:

- A **selective international offer**
- **Inspiration** and **trend decoding** thanks to an in-house team of experts behind consolidated, cutting-edge fashion information
- **The protection of creation**, and an unstinting commitment to young talent
- Support targeted to the **industry's current and future challenges** with **tangible solutions**:
 - **The Marketplace** - addressing the emerging digitalization of the textile and leather industry since 2017
 - **Sustainability**, with the Smart Creation offer, the 'a better way' program, the development of performance codes... and, new this edition, a **Dormant Stock** zone
 - **Tech**, featuring a new offer
 - **«360° Leather: From Farm to Tech»**, a whole new sector complementing that of the tanners, to help leather pros meet the new challenges facing the industry
- A **full program of exhibitor talks and pitches** - conferences that once again met with great success at this edition (21 exhibitor Pitches and 15 Talks).
- **Studies conducted** in collaboration with the Institut Français de la Mode (IFM/Première Vision Chair) to help inform and enlighten the community
- The **ability to innovate at every edition**, and introduce new services: guided tours, workshops, audio guides to the fashion forums, fashion information desks, and more.

THIS 2 to 4 JULY 2024, PREMIÈRE VISION PARIS IS BACK!



«We are already preparing for the next edition of Première Vision Paris, taking place this 2 to 4 July 2024, and we're pleased to announce that we'll be renewing both the **Hosted Guest** - which had over 200 guests - and **Matchmaking** programs, as well as boosting our communications efforts. **The strength and success of this February edition give us every reason to be confident about the 2024 calendar.** With the Olympic Games taking place three weeks after our show, speculation is subsiding, and hotels and flights are once again available at their usual rates. **The July edition looks promising, bolstered by positive indicators that ensure brands will be coming to Paris,**» said **Gilles Lasbordes**, Managing Director of Première Vision.

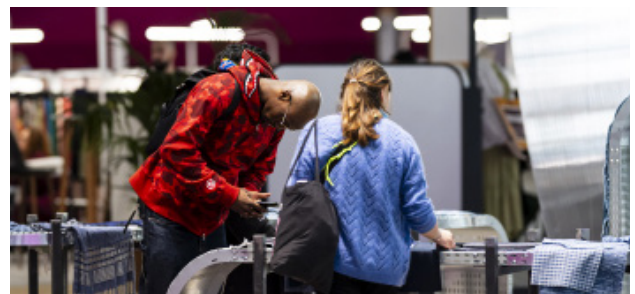
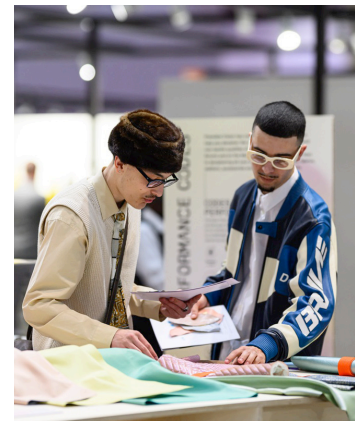
Première Vision also announces **collaborations with Paris je t'aime - Office de tourisme**, opening up new perspectives for supporting its Paris shows (Première Vision Paris, Made in France Première Vision and Blossom Première Vision). **Corinne Menegaux, Managing Director of Paris je t'aime - Office de tourisme**, notes «*the driving role these events play in promoting Paris as a must-see destination for creative fashion.*»

UPCOMING EVENTS

Made in France : 27 & 28 March 2024

Première Vision Paris : 2–4 July 2024 | 28–30 January 2025 | 1–3 July 2025

Blossom Première Vision : 11 & 12 December 2024



THE GLOBAL HUB OF THE TEXTILE INDUSTRY, AND A GUARANTEE OF THE HIGHEST-CALIBER OFFER FROM EXHIBITORS

The global impact of Première Vision Paris is apparent at every edition, thanks to the participation of major industry players from Europe, Asia and America, in particular. This diversity creates a dynamic setting for discussions focusing on new ideas, trends, **business** and the future, underlining the show's reputation as the **global hub for the creative fashion industry**.

The **exhibitor selection committee** - which brings together Première Vision experts with industry manufacturers and buyers - plays a crucial role in maintaining a **cohesive, high-quality offer that reflects the diversity of the market - from broad distribution to luxury**, and assures brands that only the **most relevant and innovative exhibitors** are part of the event. Each year, the selection committee approves around 30% of new applications.

EXHIBITOR SELECTION CRITERIA:

Quality and creativity: the candidate company must help strengthen the pertinence of the show's offer for each market segment represented at the show.

Ongoing development of original collections: the company's application must detail all the product lines it intends to present at the show. Each product line must be the result of the company's own unique creative process, leading to a seasonal updating of the articles proposed. Each collection presented must be characterized by its coherence and an identifiable fashion/market orientation. Technological and industrial innovation, which can lead to patents, contributes to the development of original products.

ESG (Environmental, Social and Governance criteria): companies must respect the social and environmental criteria commonly agreed upon by major international bodies (International Labour Organization, European Union, etc.).

Production equipment: Première Vision favors collections benefiting from directly controlled production equipment.

Quality of service: the selected company must provide such services as are relevant to a complex, targeted and international market. Criteria such as short lead times, reduced order minimums, and special developments may be positively taken into account in the selection process, but in themselves are not sufficient for a dossier to be accepted.

Ability to respond to international demand: whatever its country of origin, the company must be capable of responding satisfactorily to the global demand for samples and production as expressed at the show.

Commercial reputation: the applicant company must not be involved in any known litigation with reputable Première Vision exhibitors and/or buyers, in particular in the field of counterfeiting. On the contrary, it must be backed by a portfolio of clients and suppliers who themselves enjoy top international reputations.

Financial solidity and seniority: the applicant company must demonstrate a legal and operational existence of at least two years. Appreciation will be given to the candidate's ability to meet short-term deadlines and maintain and develop its business in the medium term. Accounting and legal documents must be provided.

FRESH INITIATIVES FOR EACH EDITION - TO KEEP PACE WITH AN EVER-EVOLVING INDUSTRY, IN STEP WITH THE TIMES

The **Hosted Guest program**, launched at this February 2024 edition, was a resounding success, bringing together no fewer than **194 international figures**. This initiative not only strengthened key links within the industry, but also fostered the development of strategic partnerships. The **Matchmaking program**, tested for the first time at this edition, paved the way to unique collaboration opportunities thanks to the organization of **587 meetings** between exhibitors and brands! These initiatives illustrate **Première Vision's strong commitment to building lasting relationships**. By launching programs such as «Hosted Guest» and «Matchmaking», the event demonstrates its commitment to creating lasting business relationships within the industry. These concrete actions are not mere occasional ventures, but **significant investments in the development of strong partnerships**. They reflect Première Vision's long-term vision of building a dynamic community conducive to continued business growth.

Première Vision Paris has always stood out for its ground-breaking initiatives. The launch of the **Marketplace in 2017**, well ahead of the current trend, is a clear example of the show's ability to anticipate market developments. Première Vision was also one of the first shows in the industry to showcase **technology, deadstock and, today, an approach to leather that fully integrates the upstream of the industry**.

Given the growing expectations of brands and consumers in terms of quality, the safeguarding of ecosystems and traceability, the leather industry is evolving. The **«360° Leather - From Farm to Tech»** project addresses the challenges facing the leather industry by integrating crucial new players alongside the show's tanners. This proactive approach aims to help shape the future of the leather industry by incorporating elements such as new technologies and adaptation to climate change. This step, marked particularly by the welcome of **Agoterra, Copergreen, Coriome, SMX and Tell Elevage - Copeeks** in February 2024, demonstrates Première Vision Paris' determination to promote a holistic vision for the future of the leather industry.

AN IMMERSIVE EXPERIENCE SET IN THE HEART OF THE SEASON'S NEWEST CREATIVE DEVELOPMENTS

The **5 fashion forums**, designed as spaces to both network and share ideas, captivated industry pros on the lookout for discoveries thanks to their **impressive displays**. Focusing on the latest breakthroughs and innovations chosen by the Première Vision fashion team, these areas offered visitors a **cutting-edge experience set amidst the latest new products**. Serving as a guide to the show's offer, the expertly curated selections by the fashion teams were showcased in the forums, allowing buyers to immerse themselves in a rich season, find solutions for their collections and explore sustainable and technical innovations. Launched at this year's show, **multilingual audio guides** (French, English, Italian, Korean, Japanese and Chinese) enhanced the visitor experience, underlining to the show's commitment to accessibility.



BRANDS IN THE HOSTED GUEST PROGRAM

032C / ADOLFO DOMINGUEZ / AEFPE / AFINIDAD CREATIVA / AGNONA / AKRIS / ALC / ALEXANDER MCQUEEN / ALEXANDERWANG / ALICE+OLIVIA / ALTANA SOCIETÀ BENEFIT / ANSNAM / ARITZIA / ARTCRAFTS INTERNATIONAL / ASMARA INTERNATIONAL / ASOS / ASPINAL OF LONDON / BALENCIAGA / BANANA REPUBLIC / BARBUTI / BELLEROSE / BERSHKA / BESTSELLER / BODEN / BOTTEGA VENETA / BURBERRY / CALVIN KLEIN / CAROLINA HERRERA / CASABLANCA PARIS / CECILIE BAHNSEN / CHARLOTTE SPARRE / CINQUE MODA / COMME MOI / CONFEZIONI LERARIO / DANIELLE FRANKEL / DAWID TOMASZEWSKI / DELASEAUX TEXTILE / DION LEE / DOLCE & GABBANA / DRIES VAN NOTEN / ECOALF RECYCLED / EILEEN FISHER / EL CORTE INGLES / ESPRIT / ETIENNE AIGNER / ETRO / FABIANA FILIPPI / FENDI / FILIPPA K / GALVAN LONDON / GAURAV GUPTA STUDIO / GOLDEN GOOSE / GUCCI LOGISTICA SPA / HANDSOME / HARMONT&BLAINE / HONOR / HOSS INTROPIA / HUGO BOSS / ICICLE / IMPORT ROSSA / ISETAN MITSUKOSHI / JENNY PACKHAM / JIMMY CHOO / JNBY FINERY / JONATHAN SIMKHAI / JUDITH & CHARLES / JW ANDERSON / KERING / KRIZIA INTERNATIONAL / LENA HOSCHEK / LF CORP / LK PROJECT / LOEWE / LORENA FORMOSO CONFECCIÓN Y DISEÑO TEXTIL / MALABABA / MARC JACOBS / MARIUS / MICHAEL KORS / MISSONI / MIU MIU / MJU:T / MARISFROLG / MORGAINÉ / NAO DESIGN / NATAN / NATORI / OFF WHITE / PAMEKS GIYIM / PAUL SMITH / PELLETERIA TIZETA / PRADA / PROENZA SCHOULER / PUMA / RALPH LAUREN / RANDOM IDENTITIES / RAPHA / REISS / ROKSANDA / SALVATORE FERRAGAMO / SAMSUNG C&T / SANKI SHOJI / SCHUMACHER / SEIDENSTICKER / SHANGHAI CHONGDING CLOTHING / DIFENG INTERNATIONAL / SHANGHAI VGRASS FASHION / SHENZHEN KORADIOR FASHION / SHIATZY CHEN / SHINSEGAE INTERNATIONAL / SPOKE LONDON / STAFF INTERNATIONAL / STELLA MCCARTNEY / STYLEM TAKISADA - OSAKA / SUPREME / SUTOKS TEKSTIL / TAILOR SERVICE OÜ / TED BAKER / TENDAM / TIBI / TOM FORD / TOMORROWLAND / TORY BURCH / TOTEME / TOUCHPOINT OY / TRIUMPH / UNITEKS / VALENTINO / VERONICA BEARD / VIVIENNE WESTWOOD / ZEGNA

MEDIA/PRESS CONTACTS

PREMIÈRE VISION

Matthieu Mebarki

Head of Press Relations
+33 (0)6 42 06 31 02
m.mebarki@premierevision.com

Claudie Le Souder

Chief Marketing & Communications Officer
M. +33 (0)6 85 80 67 33
c.lesouder@premierevision.com

2^e BUREAU

Marie-Laure Girardon

+33 (0)6 82 40 73 27
m.girardon@2e-bureau.com

Sylvie Grumbach

sylvie.grumbach@2e-bureau.com

UPCOMING

PREMIÈRE VISION EVENTS

Première Vision Shenzhen

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

Denim Première Vision

5 & 6 June 2024
Superstudio Più, Milan

Première Vision Paris

2 – 4 July 2024
Paris Nord - Villepinte

Première Vision New York

16 & 17 July 2024
Tribeca 360, New York City

paris.premierevision.com



PREMIÈRE**Vi**sion
The art & heart of fashion

