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PRESS RELEASE

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CLOUD OF FASHION
PREMIÈREVISION
PARIS

53,156 INTERNATIONAL VISITORS: A HIGH-PERFORMING EDITION AND SOLID ATTENDANCE INFLUENCED BY MARKET CONCERNS OVER BREXIT

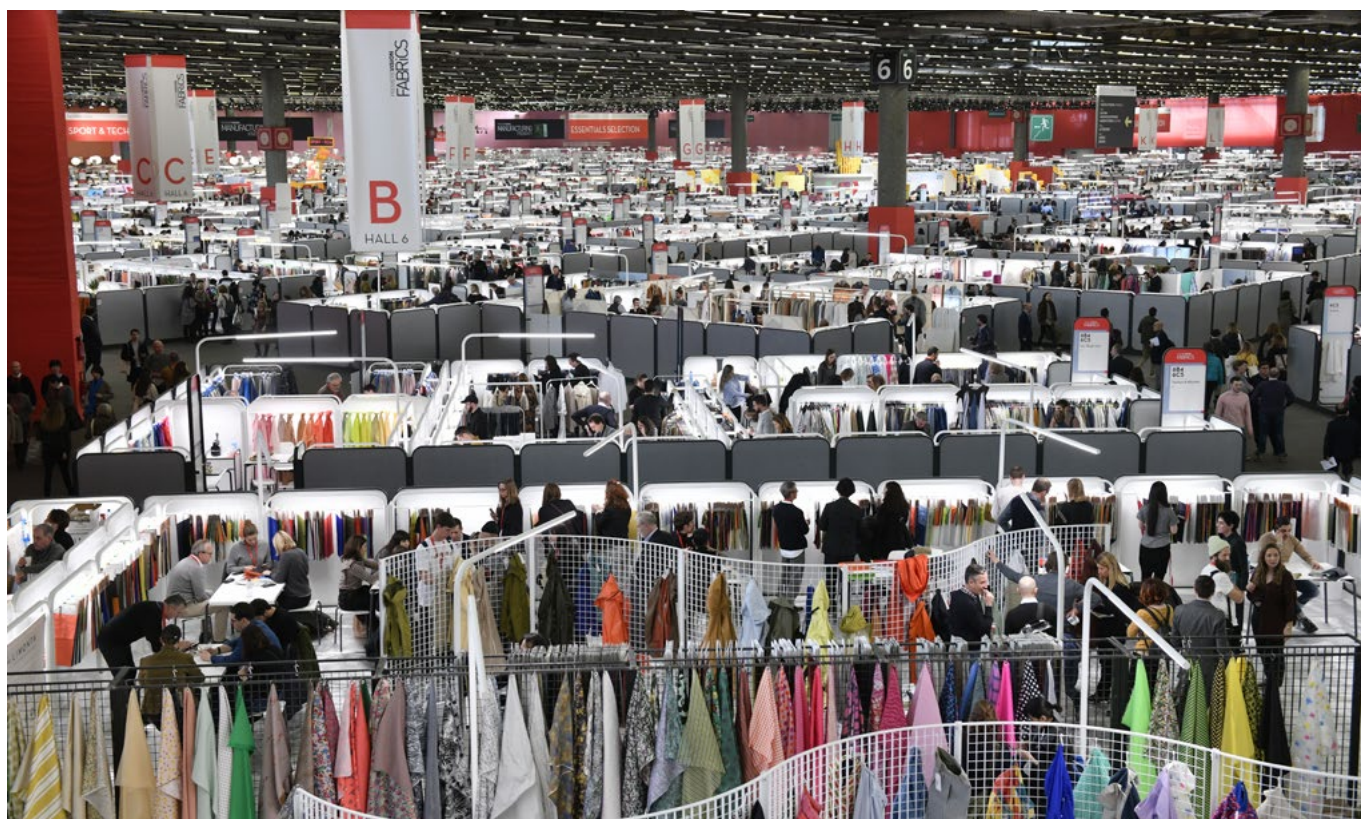
By welcoming 53,156 visitors from 127 countries at its latest edition, Première Vision Paris illustrated the strength of its leadership and influence on the global creative fashion industry. It's 70%-international visitorship - still unsurpassed in the sector - is particularly notable for its high quality, demonstrating the show's robustness in the face of strong political and economic uncertainties in world markets.

This impressive performance was nonetheless marked by a slight decline in visitor numbers (-2.3% vs. February 2018), a direct consequence of the market's jitteriness in light of the impending exit of the United Kingdom from the European Union. British fashion brands and buyers are playing it safe as Brexit edges closer, solidifying fears and slowing down decision-making. This is evidenced by a significant 16% decline in British visitors, which alone accounts for two-thirds of the decline in attendance at the show.



A hub of inspiration, business and experiences, Première Vision fully fulfilled its role as catalyst for the creative fashion sector throughout the three-day show, with, among other successes:

- A selective, transversal offer up by 3.3% vs. Feb. 2018, presented by 1,782 exhibitors.
- Highly acclaimed fashion information for spring summer 20. Developed by the Première Vision fashion team, the fashion forums along with the Trend Tasting seminars were all very well attended.
- An enthusiastic response to the Première Vision Marketplace, now being adopted by industry professionals as a complementary tool to enhance their sales development and communications. The physical implementation of the Marketplace deployed at the show was a resounding success. Buyers from major international brands and exhibitors clearly expressed their excitement. Launched last September with the weavers' collections, the digital platform integrated tanners in February. Denim-makers will go online next May, followed by accessories and components manufacturers in September 2019.
- The success of the Wearable Lab as a true hotspot for meetings was confirmed by a 3rd edition with non-stop attendance. With start-ups, innovative materials, embedded technologies, a forward-looking exhibition, expert conferences and more, the space dedicated to Fashion Tech was steadily busy, confirming that technological innovation is central to the sector's priorities.



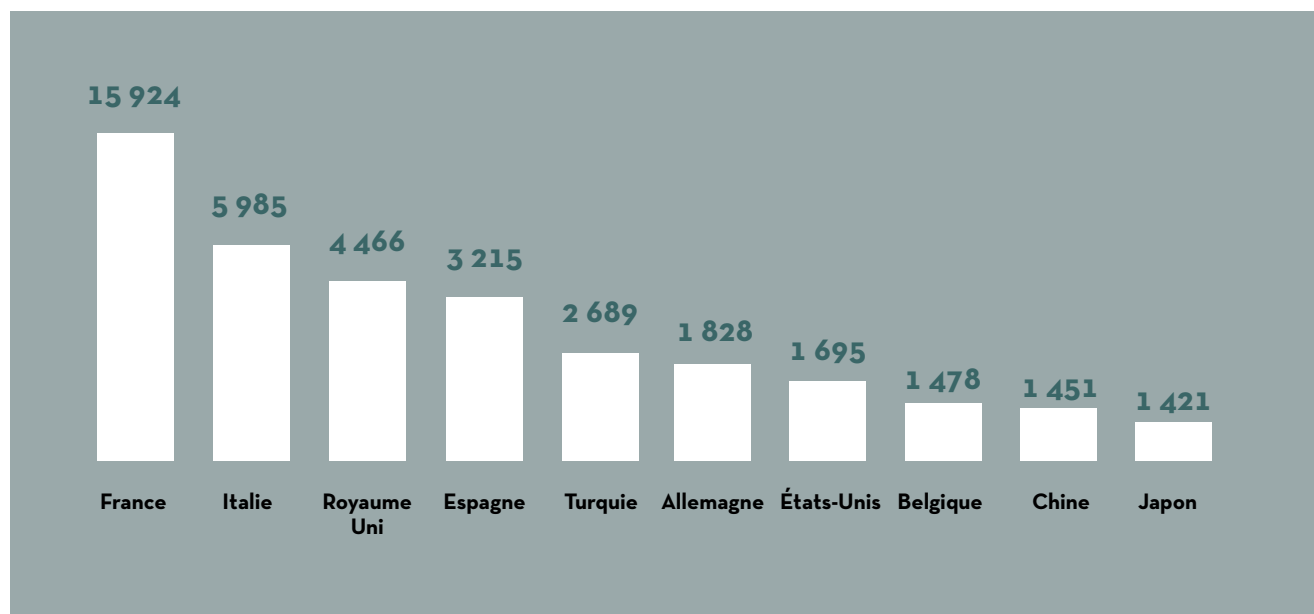


70% INTERNATIONAL VISITORS

This edition, 53,156 visitors from 127 countries came to **Première Vision Paris** to discover the latest innovations in materials - yarns, fibres, fabrics, leathers, textile designs, accessories - **and manufacturing solutions** tailored to the development of their spring-summer 20 collection.

This premium visitorship, above all 70% international, is also diverse. **This is true in terms of their size** - ranging from independent designers to international groups, including small and medium-sized companies - **as well as their positioning** - luxury houses, medium and high-end fashion and accessories brands, mass retailers - **and markets** - clothing, leather goods, shoes, fashion jewellery, and more.

TOP 10 DES VISITEURS DE FÉVRIER 2019



Beyond the usual and natural fluctuations in international visitor contingents, the decline in attendance from the United Kingdom appears to be a sign of market distrust in face of the impending challenges related to Brexit.

The Top 5 visiting countries remain unchanged in comparison with February 2018. China enters the top 10 in 9th place, Belgium moves from 10th to 8th place, and Japan moves down a place, dropping to 10th place in the ranking.

- Visitors to Première Vision Paris are primarily European - 76% of attendees.

France leads with nearly 16,000 visitors. French visitorship saw a slight increase (+1%), and held steady despite a still fragile internal economic environment. This demonstrates the indispensable nature of the show for French brands, which are among the most important in the sector.

In second place, Italy had 5,985 visitors (11% of attendees), followed by the United Kingdom which, with 4,466 visitors (8% of attendees), maintains its 3rd position despite a significant decline in its visitor base (-16%), due to uncertainty over Brexit.

This trio is followed by Spain (3,215 visitors), Germany (1,828 visitors, 3% of the total), and Belgium (1,478 visitors).

- 9.5% of professional visitors came from Asia.

Visitors from Asia rose by +8%, buoyed by China which enters 9th place in the top 10 with 1,451 visitors. Next comes Japan, a leading buyer of fashion and creative textiles, with 1,421 attendees, and South Korea, a market for innovative and creative fashion, with 883 visitors.

- With over 1 996 visiteurs, North America registered a rise in its attendance.

The United States, the leading country in North America, posted a +6% increase in visitors, with 1,695 attendees, followed by Canada and its stable 300-person visitorship.

- Turkey maintained its position as the 5th ranked visitor-country. With 2,689 visitors, this key country in the sector saw a 6% drop in attendance, directly tied to the country's economic and political instability.



UPCOMING PREMIÈRE VISION SHOWS AROUND THE WORLD

Première Vision Istanbul

Istanbul Congress Center
March 20-22, 2019

Blossom Première Vision

Carreau du Temple Paris
July 2-4, 2019

Made in France

Carreau du Temple Paris
April 3-4, 2019

Première Vision New York

Pier 94
July 16-17, 2019

Première Vision Designs New York

Metropolitan Pavilion
April 9-10, 2019

Première Vision Sport

Oregon Convention Center
Portland, USA
August 14-15, 2019

Denim Première Vision

Superstudio Più Milan
May 28-29, 2019

Première Vision Paris

Paris Nord Villepinte
September 17-19, 2019

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