

Press release | 30 October 2019

## PREMIÈRE VISION, PATRON OF THE EXHIBITION ON THE SHOE'S HISTORY « MARCHE ET DÉMARCHE, UNE HISTOIRE DE LA CHAUSSURE » AT THE MUSÉE DES ARTS DÉCORATIFS OF PARIS

In addition to the international trade shows it organizes, the offer and services it offers to players in the international fashion industry, the Première Vision group is committed to creation through various supporting actions – partnership with the Festival of Fashion young designers in Hyères, organization of the PV Awards, recent takeover of the TexSelect® young textile designers' competition...



Pair of boots c. 1935, Paris, from the Fabulous collection © MAD Paris / Photo: Hughes Dubois.

In order to support and enhance the value of the fashion creative heritage, Première Vision is one of the main sponsors of the exhibition *Marche et Démarche, Une histoire de la chaussure* that focuses on the history of shoes and footwear, and which will be held from 7 November 2019 to 23 February 2020 at the MAD, the Musée des Arts Décoratifs of Paris.

An exhibition of natural echo for Première Vision, which, through its flagship event Première Vision Paris, highlights each season the creative complementarity of the fashion industry's professions, particularly in its specialized spaces: PREMIÈRE VISION LEATHER, the leather specialist universe which presents a selection of tanners and manufacturers for the leather goods, clothing and footwear markets, and PREMIÈRE VISION ACCESSORIES, which presents an offer of components for fashion, accessories and footwear.

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The next edition of Première Vision Paris - **from February 11 to 13, 2020** at the Parc des Expositions de Paris Nord Villepinte - will relay this original exhibition through animations and educational installations about the conception and manufacture of shoes, providing a prospective and creative look at these key products that have entered the collections of all the fashion brands.

All information on the exhibition *Marche et Démarche* available on the [website of the Musée des Arts Décoratifs](#).

The latest news of the show are available on [the Première Vision Paris website](#).

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