

PARIS
INNOVATIONS
AND
NEWS

20
SPRING · SUMMER



PRESS RELEASE

FEBRUARY 12-14 | 2019

CLOUD OF FASHION
PREMIÈRE**Vi**sion
PARIS



12 Shoes for 12 Lovers © Sebastian Errazuriz Studio

05 An International And Transversal Offer

- 06 The february 2019 offer in figures
- 07 Augmented man takes centre stage at the 3rd edition of the wearable lab
- 10 A major step for première vision manufacturing: four universes, a global offer of complementary manufacturing options
- 15 Artisanship and authenticity at the heart of maison d'exceptions – hall 3
- 18 Première Vision Designs
A Creative Wave - Hall 5

20 Marketplace Première Vision : the next steps

22 An Inspiring And Committed Program

- 23 Fashion Seminars
- 24 A series of leather conferences
- 25 Conference on global sourcing by the IFM
- 27 Collaboration: Première Vision Accessories x Ephyre
- 29 Young design talent at the heart of Première Vision Paris

FOR FEBRUARY 2019
PREMIÈRE VISION PARIS
ANNOUNCES:
AN OFFER
WITH GROWTH
MOMENTUM, DEVELOPMENT
OF THE WEARABLE LAB,
AN EVOLVED
MANUFACTURING SECTOR,
THE RETURN
OF MAISON D'EXCEPTIONS,
AND A CUTTING-EDGE PROGRAM

This 12 to 14 February, Première Vision Paris steps actively into its catalysing role for the creative fashion industry.

With an even broader transversal offer from 1,782 exhibitors - up 3,3% over Feb. 2018. On the agenda: fashion information and the latest inspirations for spring summer 20; an exclusive and experiential program; and strengthened strategic commitments to meet the industry's future challenges and evolutions.

SELECTIVE OFFER IN THE MARKET:

- 1,782 exhibitors from 50 countries, including 161 new companies.
- The 3rd edition of the WEARABLE LAB, a platform dedicated to Fashion Tech, featuring The Augmented Man as a guiding thread this year, in partnership with the Fédération de la Haute Couture et de la Mode: a specialised offer of innovative materials, technologies and services, a pitch cycle and conferences with experts...
- Complementary manufacturing sourcing solutions - proximity, overseas, knits and leather - grouped under a global entity - PREMIÈRE VISION MANUFACTURING.
- Spectacular artisanship and know-hows MAISON D'EXCEPTIONS, now in its 8th edition.
- Spotlight on PREMIÈRE VISION DESIGNS, the world leader in shows dedicated to surface and textile designs.

FOLLOWING ON FABRICS, THE PREMIÈRE VISION MARKETPLACE IS EXPANDING ITS OFFER TO INCLUDE LEATHERS AS OF THIS FEBRUARY.

A NEW INSPIRING, COMMITTED PROGRAM:

- A conference on global sourcing with the IFM
- Exclusive fashion seminars from the Première Vision fashion team to decode spring summer 20
- A cycle of special meetings dedicated to the leather industry proposed by the CTC and consultant Nathalie Elharrar
- A new collaboration between the French luxury leather goods brand Ephyre and Première Vision Accessories
- Initiatives supporting young design talent, including: hosting the finalists from the 34th Hyères Festival of Fashion, Photography and Fashion Accessories; a collaboration with young designer DAWEI - a 2018 and 2019 Designers Apartment talent - for design the show's hostess outfits.

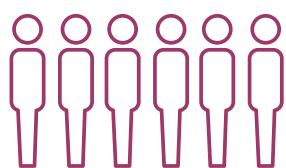
AN INTERNATIONAL AND TRANSVERSAL OFFER

With 1,782 exhibitors presented across 5 halls, Première Vision Paris expects its offer to grow by +3,3% as compared with February 2018 (1,725 exhibitors).

An innovative and selective creative offer, unmatched in the sector. Both transversal and complementary - featuring yarns and fibres, fabrics, leathers and furs, textile designs, accessories and components, fashion manufacturing - the offer from Première Vision Paris exhibitors meets the needs of all fashion markets.

THE FEBRUARY 2019 OFFER IN FIGURES

Overall, in February 2019
Première Vision Paris will boast:



1782

EXHIBITORS
CHOSEN



161

NEW
COMPANIES

almost 9% of the total offer



50

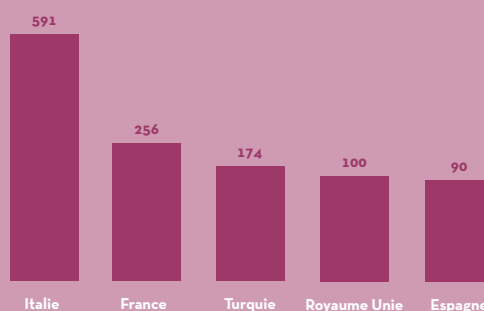
COUNTRIES
REPRESENTED

across 6 activity sectors

TOTAL EXHIBITORS



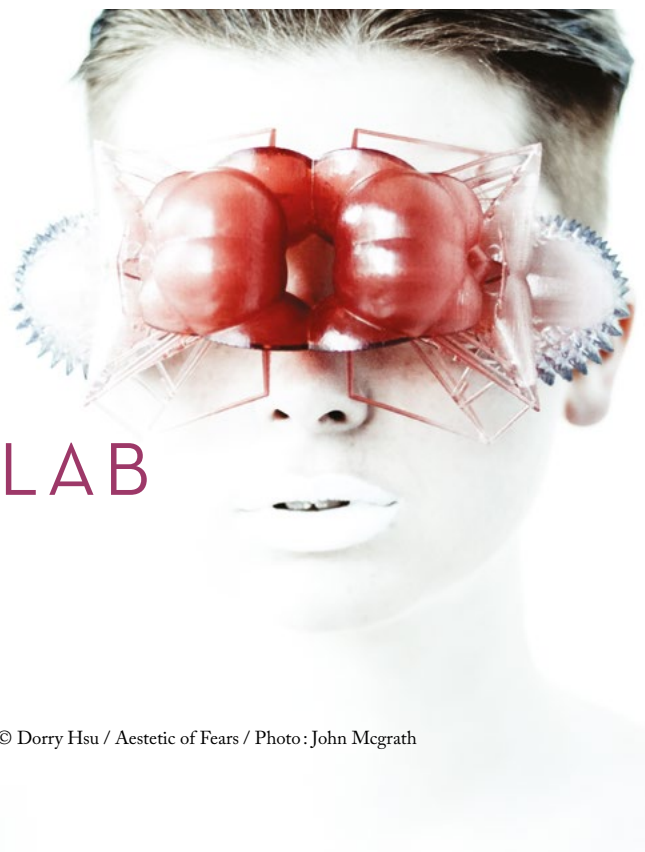
TOP 5 OF THE EXHIBITORS' COUNTRIES



Discover all the February exhibitors in the catalogue found at
www.premierevision.com or on the Première Vision Paris mobile app.

You'll also find detailed information about the new companies joining
the shows this season.

AUGMENTED MAN TAKES CENTRE STAGE AT THE 3RD EDITION OF THE WEARABLE LAB



© Dorry Hsu / Aesthetic of Fears / Photo: John Mcgrath

As technology permeates the fashion universe, it continues to shake up codes and practices. For the 3rd year in a row, Fashion Tech will be one of the highlights of Première Vision Paris through the annual Wearable Lab platform. The space aims to present an international selection of materials, products and services that are a source of experiment for the fashion industry.

With "Augmented Man" serving as a guiding thread, the Wearable Lab this year explores how clothing could allow us to surpass our own abilities, our own human condition.

In Hall 6, this 1,000m² space features 4 areas:

1. An offer from 17 exhibitors, broken down in 3 zones :

- SMART MATERIALS:

10 companies propose smart materials. Passive intelligence without embedded electronics

37.5® Cocona Natural Technologies (USA) / Dropel (USA)* / Induo (FR)* / CRY by JRC Reflex (FR) / Kyorene® Graphene Fiber & Yarn (CN) / Madeira (DE)* / Pyrates Smart Fabrics (ES)* / Satab (FR)* / SNT (KR)* / Unitex (TW)*

- INNOVATIVE TECHNOLOGIES:
5 companies specialised in the development of advanced technologies in the create fashion industry. An active intelligence, where technology is embedded in a material, a garment, an accessory.

De Rigueur Lab (FR) / Shieldtags (ES)* / Euveka (FR) / KC Textil (DE)* / Verisium by Kaspersky Lab (RU)

- PROTOTYPES & LABS:

A space to discover working prototypes, test them out and discuss the coming issues and challenges through the R&D work of 2 pioneering organizations in the field. Aitex – Instituto Tecnológico Textil (ES)* / Up-tex (FR)



© Maartje Dijkstra

2. SKILLS², Clothing to augment our abilities. An inspiring and experiential exhibit presenting:

- Four smart garments made by fashion tech designers who have worked on the definition and possibilities of 'augmented' beings: Maartje Dijkstra, Anrealage, Ying Gao.
- A selection of forward-looking materials created with the matériO' fabric library.

- A virtual reality installation conceived by the international and interdisciplinary BeAnotherLab collective, which will explore the subjectivity of reality by exchanging our own vision for another. Thus, two participants, face to face, will be virtually displaced into the body of the other. Through a series of exercises related to cognitive and perceptual abilities, they will touch and handle their surroundings, from inside this other skin. An astonishing and inspiring anticipation scenario as to our own capacities and means of being with the other - even being the other - while remaining oneself.

3. A new program of conferences:

How can fashion brands incorporate innovation and technology?
How can exhibitors help? How far could clothing go in helping us surpass our own abilities and our own human condition?

A series of conferences with an inaugural keynote by Pascal Morand, President of the Fédération de la Haute Couture et de la Mode, a partner in the project.

Tuesday 12 February

11 am - 12 pm : Première Vision Paris press conference by Gilles Lasbordes, General Manager of Première Vision.

2 - 3 pm :
Exhibitors pitches'

3 - 3:30 pm :
Keynote, 'Technology and Soft Power: the case of the fashion industry and luxury', a report commissioned by the Fédération de la Haute Couture et de la Mode
With Robin Caudwell, Assistant project head, Fédération de la Haute Couture et de la Mode, who sheds light on the upheavals and transformations generated by the digital revolution and the advent of new technologies applied to the field of fashion.

4 - 5 pm :
Round table with Pascal Morand, President of the Fédération de la Haute Couture et de la Mode, partners in this project, and Rachel Muscat, consultant to Pharrell Williams and Pierre Kaczmarek, founder of Afterhomework.

5 - 5:30 pm :
Keynote 'Fashion and Transhumanism' by Noémie Balmat, Co-founder of the "Futur 404" media platform, and co-author of "Futur", which will be launched at the show. As technical progresses are skyrocketing, intersecting and making the whole picture more complex than ever, bringing as many changes to the very definition of what it means to be human, fundamental questions are raised. Now more than ever, getting the bigger picture is a necessity. A keynote exploring the intersections between Sport, Innovation & Fashion, but also what they mean through the lenses of Philosophy, an Ethical Thinking and some Wisdom.

5:30 - 6:30 pm :
Wearable Lab Opening Cocktail
10 - 10:30 am :

Wednesday 13 February

Keynote, 'Fashion & Biomimicry' by Dounia Dems, CEEBIOS – European Center of Excellence in Biomimicry.
How does nature allow us to invent and find new paths?

11 am - 12 pm :
Exhibitors' Pitches, from the Wearable Lab.

12 pm - 1 pm :
Masterclass 'From Concepts to Reality', presented by Wearable Media
Building a Fashion Tech product involves many steps. As a fashion player, how do you plan your product design from concept to functional prototype and finally a product on the market? This masterclass traces a fashion-tech product from concept to reality.

2 - 2:30 pm :
How to source online using the Première Vision Marketplace?
With Gaël Seguillon, Director of the Marketplace

3 - 4 pm :
Masterclass "Building a team" by Wearable Media
Building a fashion technology product involves many experts, from fashiondesign to material science, data scientists, electric and software engineers. As a product lead, entrepreneur or business, how do you put a team together for a Fashion Tech project? Who do you hire at each point of the product's research and development? How do you expect them to work with each other? In this masterclass,

we will take a look at who you need to hire and how to build a collaborative team for a winning Fashion Tech project.

4 - 4:30 pm :
Keynote, 'Fashion & the Augmented Body' by Muchaneta Kapfunde, Founder of Fashnerd.com and a key player in the world of Fashion Tech. The influential Muchaneta Kapfunde gives us her sharp and exciting look at the ambition of fashion to increase our own performance through the use of new technologies.

Thursday 14 February

10 - 10:30 am :
Keynote, 'High-tech materials and uses to consider' by Stéphan Verin, Up-TeX.
High-tech markets are a source of inspiration for textiles and fashion, leading to questions regarding both the materials themselves and the use of the data collected.

11 - 11.30 am : Keynote, 'Incredible materials!' by Judith Goyaud-Schiltz, MatériO.
Judith Goyaud-Schiltz presents us her incredible material library which is full of treasures and secrets for all creative people in search of innovations and surprises. By promoting the spirit of decompartmentalization and transversality, it reveals how unexpected materials can enrich the field of fashion.

A MAJOR STEP FOR PREMIÈRE VISION MANUFACTURING : FOUR UNIVERSES, A GLOBAL OFFER OF COMPLEMENTARY MANUFACTURING OPTIONS

To support the strategy begun in 2017 of enhancing its manufacturing-sourcing offer and better address the challenges of buyers seeking fashion manufacturing solutions, Première Vision is clarifying its Manufacturing offering, with a dedicated itinerary grouping proximity sourcing, overseas sourcing, flatbed knit manufacturing, and leather fashion manufacturing, which has recently moved to Hall 4 of Première Vision Leather.

Four areas, one message

Today Première Vision Paris presents an ultra-comprehensive and international offer that brings together the full scope of fashion manufacturing know-hows required by fashion and accessory brands. This offer includes 219 manufacturers from five continents and is divided into 4 complementary universes.

Under the PREMIÈRE VISION MANUFACTURING banner, these Première Vision Paris fashion-manufacturing universes have been renamed to increase the visibility of their respective offers, and underline their synergies.

- Première Vision Manufacturing is now PREMIÈRE VISION MANUFACTURING - PROXIMITY
- The Sourcing Connection is now PREMIÈRE VISION MANUFACTURING - OVERSEAS
- Knitwear Solutions is now PREMIÈRE VISION MANUFACTURING - KNITWEAR
- Leather Manufacturing is now PREMIERE VISION MANUFACTURING – LEATHER



1. Première Vision Manufacturing Proximity (Hall 6)

A show dedicated to specialists in proximity fashion manufacturing from the Euro-Mediterranean basin and the Indian Ocean, Première Vision Manufacturing is now PREMIÈRE VISION MANUFACTURING - PROXIMITY.

This space brings together some 123 exhibitors from Central and Western

Europe, Eastern Europe - with notably this season the development of an offer from Bulgaria and Lithuania - North Africa, Mauritius and Madagascar.

"The zone is relatively stable this season, and generally retains its market share, yet some countries are nevertheless increasing," points out Gilles Lasbordes, General Manager of Première Vision. "The most notable of these are Portugal

and Morocco, which are enjoying good growth, and Turkey which is benefiting from a favourable exchange rate effect, in a delicate geopolitical context.

Bringing together in proximity all the industry players (weavers, manufacturers ...), Manufacturing is an essential link connecting the sector's upstream and downstream. It is a perfect place for discussions between order writers and manufacturers."

2. Première Vision Manufacturing Overseas (Hall 2)

THE SOURCING CONNECTION, the universe dedicated to sourcing from the Asia-Pacific region, has been renamed PREMIÈRE VISION MANUFACTURING - OVERSEAS and is now biannual.

It now offers, in February, as in September, a quality fashion-manufacturing offer that meets the main compliance criteria required by fashion brands, thanks to a unique and demanding selection process: compliance of production units, production lines, the application of social and wage regulations ...

Manufacturers, subcontractors and garment makers, whether developing private label collections or pre-established finished products, these 37 exhibitors have thus all been vetted by a Selection Committee specialised in the manufacturing sector, whose own expertise is rounded out by an audit commissioned by Première Vision from BUREAU VERITAS, the world leader in compliance assessment and product certification.

"FASHION IN CHINA" EXHIBITION

The Chinese fashion industry is registering one of the fastest growths currently being seen. It is now undergoing an entire transformation. Creativity is a necessity, and the emergence of Chinese fashion designers is creating a new energy. Discover the work of some creative and cutting-edge Chinese designers through a new exhibition of photographs at the entrance to Hall 2.

Interview with Yvan Dacquay, show manager of PREMIÈRE VISION MANUFACTURING – OVERSEAS.

How is the offer at Première Vision Manufacturing Overseas evolving?

It remains stable in terms of the number of exhibitors, with a strong Indian presence, linked in particular to the season. The offer from this country is mainly woven pieces, linen and cotton clothing and prints, which are very popular for spring summer. There's also a significant increase from Pakistan and especially Peru. Production in Peru is distinguished by its high technical quality and the nobility of its local raw materials, including alpaca. In the future, it will be a country to be reckoned with, as it turns towards Europe in search of new markets to compensate for the difficulties arising from the new customs barriers with the U.S. We also note a stronger presence from Colombia and Mexico for the exact same reasons.

What changes are you seeing in the offer?

Chinese production is evolving, as it pursues a policy of "premiumisation" with factories that are increasingly adapted to meet the demands of international markets. China is clearly no longer the cheapest country - it's been replaced by Ethiopia, Cambodia, Vietnam - but it intends to offer the best value for the money, with an overall improvement in terms of process, design, etc. The show also continues its drastic selection policy, to continue presenting the most exclusive and most qualified offer, and that is true for all regions.



3. Première Vision Manufacturing Knitwear (Hall 6)

KNITWEAR SOLUTIONS, the platform dedicated to creative flatbed knits, is now PREMIÈRE VISION MANUFACTURING – KNITWEAR.

This season, it presents know-how and developments from 27 international companies, broadly diversified in terms of specialties, products and origins.

An offer adapted to all markets, presenting truly diverse materials (natural, organic, recycled ...) and a wide variety of styles (fancy knitting, jacquards, refined finishings), rounded out by the spinners at Première Vision Yarns (Hall 6) and the knit studios, which are also found at Première Vision Designs (Hall 5). Colours, selections of yarns, new ideas ... The creative flatbed knit and spinning developments also have their own inspiring fashion forum, the Yarns & Knitwear Selection, which features exclusive pieces and creative stitch points.



4. Première Vision Manufacturing Leather (Hall 3)

Launched in September 2018, the universe dedicated to fabricating leather garments, leather goods and footwear, LEATHER MANUFACTURING, is now PREMIÈRE VISION MANUFACTURING – LEATHER.

Situated in the heart of the Première Vision Leather show, this space brings together a selection of 32 international

manufacturers ranging from upstream to downstream, all developing a global and transversal offer that is an invaluable asset to buyers.

These top-level professionals present solutions in terms of manufacturing techniques and know-hows that are highly sought after by fashion brands, who come here to meet reliable and creative partners to help them develop their accessories

collections (shoes, bags) and leather ready-to-wear. This offer complements the offer from tanners and the makers of technical components at Première Vision Leather and Première Vision Accessories.

To showcase the offer, a product index illustrates the various know-hows proposed by these specialists in leather fashion manufacturing.

ARTISANSHIP AND AUTHENTICITY AT THE HEART OF MAISON D'EXCEPTIONS HALL 3



© Marion Chopineau

The MAISON D'EXCEPTIONS space continues to develop in Hall 3, with an 8th edition featuring a rich and ultra-creative offer.

Its rare and exclusive know-hows are now strengthened by the entry of new countries - United Arab Emirates, Cambodia - and new exclusive artisanal crafts.

Located in the very heart of Première Vision Paris, this annual event, accessible by invitation only, is intended for designers and buyers from luxury and high-end fashion brands on the hunt for exclusives.

25 selected ateliers - including 6 new ones - will reveal their outstanding techniques in textiles, leather and accessories. More than ever these ateliers are focused on innovation, to propose unique or custom-made products: Semi-automatic and artisanal weaving, ultra high-definition jacquards, finishings, feather or button working, hand fabrications, artisanal embroidery, novel dyeing techniques, recomposed natural materials, and more.

Discover the exhibitors at Maison d'Exceptions on the show's website <https://www.premierevision.com/en/the-show/the-universes/maison-dexceptions-area/>



Aurore Thibout © New Wave Prod, 2019

Exhibit: villa kujoyama, an exchange of creativity and know-how

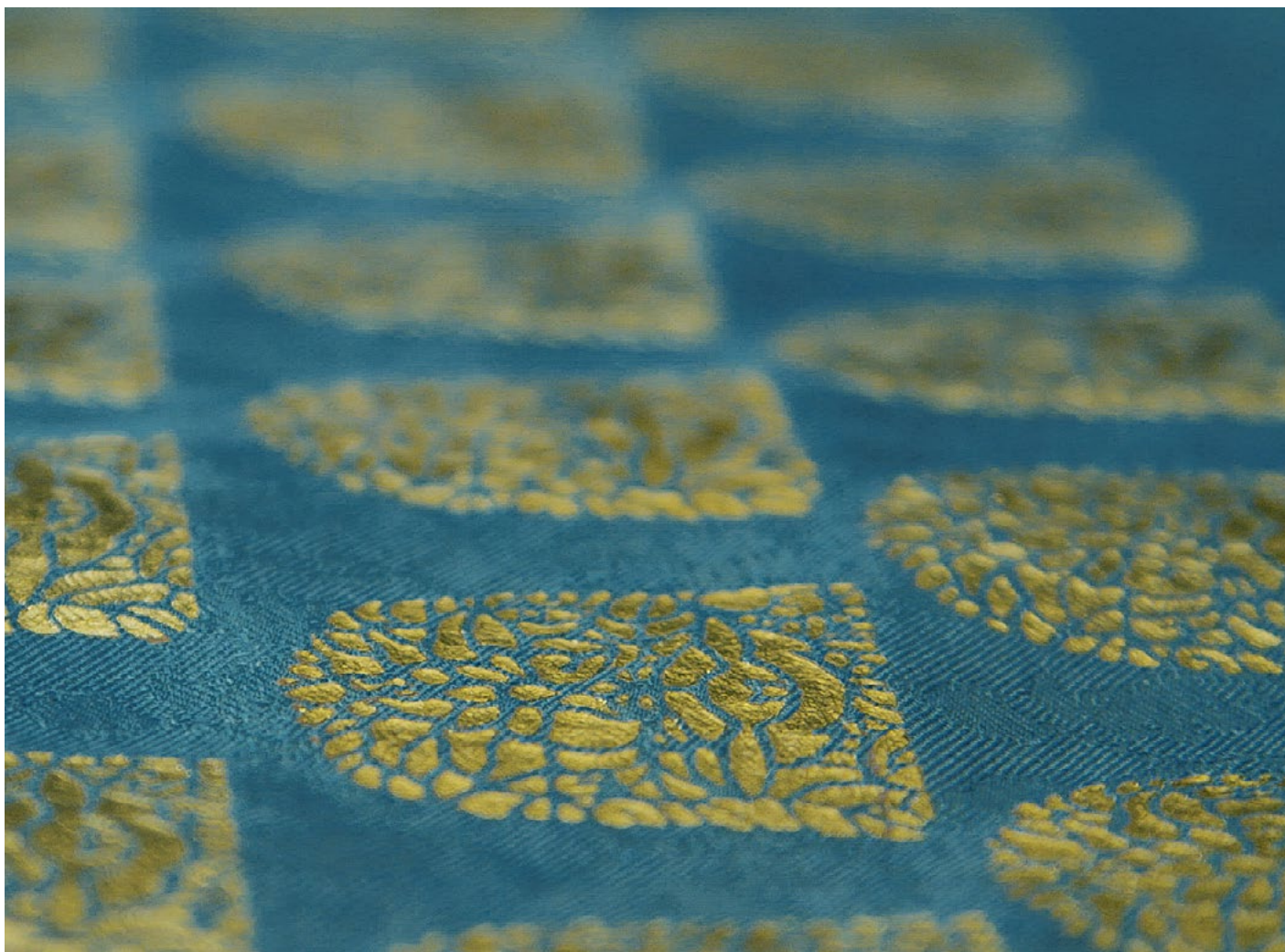
This is a new exhibit, where Villa Kujoyama and Première Vision pay tribute to the virtuosity of Japanese know-hows through a display of 5 textile-related research projects developed by French artists and designers during their 2015 - 2018 residencies at the Villa Kujoyama in Kyoto.

A duo, Pauline Abascal & Kanako Kajihara, and four independent artists (Violaine Blaise, Martine Rey, Sandrine Rozier and Aurore Thibout), will present the results of their research developed in collaboration with Japanese artisans, industrialists and master artists and craftsmen. Whether related to textile design in the broadest sense, a lost fine gold technique (Inkin), a new adaptation of lacquering on fabrics or even natural dyes - each approach is applied to textile

research, highlighting the dialogue between aesthetic demands and technical virtuosity.

Villa Kujoyama is an institution that is part of the cultural cooperation network of the Ministry of Europe and Foreign Affairs. Connected to the Institut Français in Japan, it has the support of the Bettencourt Schueller Foundation, which is its main sponsor, and the Institut Français. Since its construction in 1992, it has invited several hundred French artists and designers for residencies, to further its mission to encourage creative projects bringing the French and Japanese cultures closer together. In 2014, thanks to the support of the Bettencourt Schueller Foundation, its residency program was extended to Franco-Japanese teams and artistic craft professions, and since then has also become involved in technical explorations.

Daily – Hall 3



Martine Rey © New Wave Prod, 2019

Conference: Villa Kujoyama expert dialogue feedback on japan residencies

Moderated by curators Charlotte Fouchet-Ishii, director of the Villa Kujoyama, and Sumiko Oe-Gottini, an expert consultant to Villa Kujoyama, this roundtable will bring together 6 artists who will present their work and discuss their residencies.

Kanako Kajihara x Pauline Abascal (2018): Presentation by the Franco-Japanese duo regarding the process of revalorising artisanal know-hows.

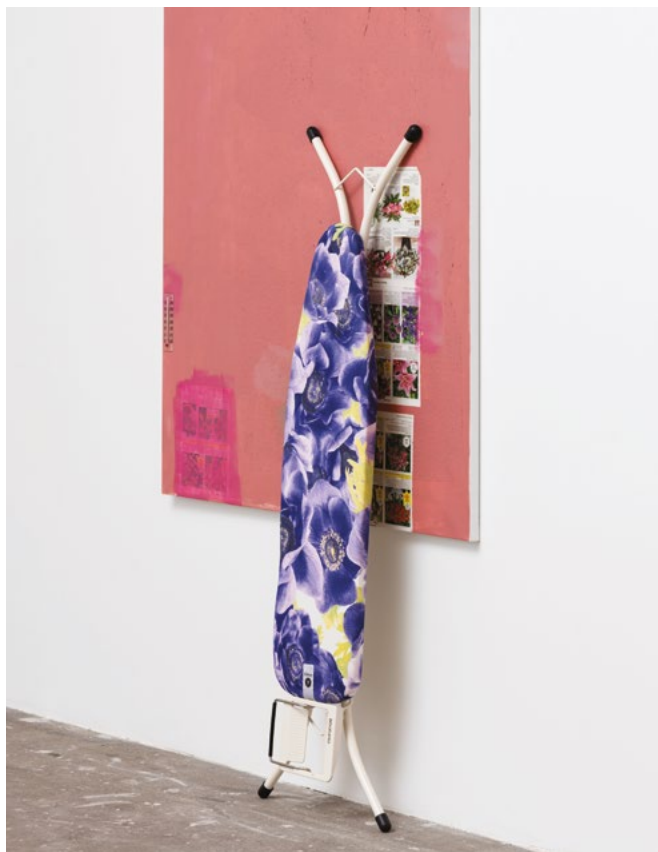
Aurore Thibout (2015): The fashion designer will discuss her collaboration with Japanese artisans, an activity she has been pursuing since her residency in 2015.

Violaine Blaise (2017): This researcher and conservation professional specialised in textiles will present her website dedicated to transmitting the extraordinary ancestral technique of inkin fabrics (a manual technique of printing a motif in gold leaf on fabric).

Marine Rey (2018) and Sandrine Rozier (2018): A conversation between two residents, one specialising in lacquer, the other in vegetal dyeing. They will discuss their respective experiences and research at the Villa Kujoyama.

**Wednesday 13 February
at 2pm - Hall 3 - Workshop and
Conferences space.**

PREMIÈRE VISION DESIGNS, A CREATIVE WAVE HALL 5



Purple on Old Rose (Indoor), 2016 / © Torben Ribe / picture Anders Sune Berg

Today, Première Vision Designs stands out as the largest textile design event in the world, combining an exceptional number of motifs and decorations with an ongoing search for uniqueness.

A creative hub that welcomes 221 exhibitors - creative textile studios, independent fabric designers, embroiderers... - from 20 countries, led by the United Kingdom and France, followed by Italy, the United States, Spain, and Germany, Brazil and Belgium, as well as Australia, Austria, Denmark, Bulgaria, the Netherlands, India, Mauritius, Sweden, Russia, Turkey, Switzerland and Hong Kong.

A cultural cross-pollination that contributed to the richness of the

event by bringing a diversity of original proposals - motifs for prints, ornamentation, vintage collections ... - a real added value for fashion brands in search of updated creativity and ways to stand out.

DESIGNS PLAYGROUND INSPIRING AND FUN

At the show, discover the new DESIGNS PLAYGROUND, a place to meet, discuss and discover the exhibitors' very latest creations, along with trend directions for spring summer 20 displayed in a special 'street and sport' setting.

A lively place to find inspiration, with demonstrations of skate riders, a show performed by a group of Pom Pom Girls orchestrated by the event agency 'We are young' (www.weareyoung-agency.com), and even yoga classes for visitors looking for a bit of relaxation.



« Innovation remains the very essence of this industry, and it's constantly being updated to offer unique, exclusive creations »

An interview with Stéphanie Binoist, Show Manager, Première Vision Designs.

The diversity and vibrant profusion at PV Designs always creates a special atmosphere. Can you tell us more about the richness of the show?

We host studios from across the world, led by the U.K., France, Italy and the United States. Over 20 countries join us each season, and this cultural diversity is one of the real strengths of Designs. Each designer presents his own artistic signature and style; it's a unique way of imagining decoration while responding to market demands. In addition, the show is truly a world unto itself, where the stands are very open, so you are totally immersed in the colours, patterns and decorations. I like to talk about "a creative wave" because that's the feeling that washes over you when you step inside the show.

What role does ornamentation currently play in the fashion world?

An increasingly important one. By now we have around 15 studios presenting decorative, embroidered or beaded artworks, with a view to exclusivities. Embellishment is a very potent and visual way of working decoration. It attracts the eye, and plays with light, volume and tactility. In addition, it's easily added to a garment and opens new fields of personalisation, which is quite critical today.

What key directions can be derived for next season?

The role of decoration in clothing is going to be particularly important for spring-summer 2020, with a need for an immediate visual impact. Motifs are going to be big and generous. Colour is going to play a more central role than ever, whether for flowers or more geometric motifs. We're also going to venture into clashing, somewhat grating, even disturbing combinations. In any case very striking ones.

Is this universe also infused with innovation?

The digital revolution - Instagram, Pinterest, Facebook, etc. - helped transform how decoration can be imagined and showcased. But innovation remains the very essence of this industry, and it's constantly being updated to offer unique, exclusive creations, which will adorn the garments and accessories of future collections.

How do you see the future of this particular sector?

It will be very closely tied to everyone's desire to preserve their singularity. I think it's essential to remain vigilant in terms of the rules relating to the protection and dissemination of these designs. This role belongs to brands and designers, but it is also one of the aims of Première Vision, which provides its support to this sector, and has for over 45 years.

PREMIÈRE VISION MARKETPLACE: THE NEXT STEPS

A true digital evolution for the entire fashion sector, the Première Vision Marketplace, an unprecedented B-to-B e-commerce platform for the sector, has, as of last September, become reality.



Première Vision Marketplace is a way to increase business opportunities for suppliers, while facilitating the sourcing of materials for brands.

Developed in the interest of providing new tools to allow manufacturers and buyers to prolong their relationships throughout the year, the Première Vision Marketplace is a way to increase business opportunities for suppliers, while facilitating the sourcing of materials for brands.

The group's strategy is based on the complementary relationship between business at the show and business on the marketplace, in a very challenging market where the calendars and pace of collections have become more and more diverse and fragmented.

It is an additional sales driver, along with the shows and exhibitors' usual client visits. At the show, the Marketplace catalogue

will help orient buyers seeking products or types of products rather than an exhibitor, as in the e-catalog.

The Marketplace magazine enriches the B to B platform with trend presentations and analysis that allow buyers to draw on the expertise of Première Vision. Product news is also decoded on a daily basis by the show's teams, in direct relationship with exhibitors' latest collections.

To assist and inform exhibitors and visitors, and the press as well, the Marketplace team will be at the show, ready to welcome you for coffee and more information at three dedicated meeting places: the square in Hall 6, and at stands 5B1 (Hall 5) and 3I15 (Hall 3).

FIRST RESULTS AND NEXT STEPS

Since its launch last September, 750 e-shops have been opened, including 206 active shops, meaning they have products available for buyers to sample.

As of its first 3 months of activity, the Première Vision Marketplace has:

- 1,500 fabrics referenced
- 2,220 client accounts created
- 17,000 unique visitors
- 105,000 page-views
- 335 orders for samples

The Marketplace offer continues to develop with the arrival of the spring summer collections. As of February, tanners' catalogs will go online, followed in May 2019 by those of the denim specialists, then in September 2019 collections by manufacturers of components and accessories.

AN INSPIRING AND COMMITTED PROGRAM

In February, Première Vision Paris is presenting a rich and diversified program designed to address the industry's current challenges and highlight the creative fashion innovations of today and tomorrow.



© Ritmoemotivo - Settembre 2018

Première Vision Paris is presenting a rich and diversified program.

- New fashion seminars from the Première Vision fashion team to decode spring summer 20 season.
- A series of workshops and conferences dedicated to leather industries and know-hows.
- An exclusive collaboration between French leather-goods label Ephyre and Première Vision Accessories.
- A conference on global sourcing organised by the IFM in the framework of the IFM-Première Vision Chair.
- A showcase of young design talent, by welcoming finalists from the Hyères Festival of Fashion, Photography and Fashion Accessories, and 2 exhibits created by IFM students highlighting Italy's comOn project.

FASHION SEMINARS

Discover spring summer 20 seasonal directions at the seminars organized by the fashion team at Première Vision Paris, and then in the FASHION section of the website:

SEASON TREND TASTING

An essential tool to fully decode what's indispensable for spring summer 2020

- the season's influences, the major transversal currents, and synergies between colours, fabrics, designs, leathers and components
- colour, clothing and accessories essentials
- the season's major fashion directions, illustrated by product photos and videos with their references.

Daily at 11 am
Hall 5 - Room 501

COLOUR & FABRICS TREND TASTINGS

An essential tool to make the right colour choices for collections and fully decode the colour range and the indispensable fabrics for Spring Summer 20:

- the season's colour range and major colour atmospheres with harmonies for each market
- illustrated fashion stories: images to inspire, photos of fabrics and the most symbolic patterns of the season, with the names of exhibitors and their stand locations
- key silhouettes pointing to the right fashion looks for menswear, womenswear, casualwear and sports.

Daily at 12:30 pm
Hall 5 - Room 501

DENIM PREMIERE VISION SEMINAR

Find out all the denim trends for spring summer 20 and discover the latest information concerning the next edition of Denim Première Vision (28 and 29 May at Superstudio Più in Milan).

Wednesday 13 February at 2 pm
Hall 5 - Room 501

Seminar presented by the
Denim Première Vision team.

LEATHER FASHION BREAKFAST

This seminar presents the trend concept for spring summer 20, with the season's key colours, products and leathers and furs apparel, leather goods and footwear markets. It also presents a special focus on the very latest news spotted and gathered from the show's exhibitors.

Daily at 10:30 am
Prémère Vision Leather
Hall 3
Workshop and Conferences Space

Seminar in French/English,
presented by Claude Vuillermet,
Show Fashion Director.

TREND TASTING®

The TREND TASTINGS fashion seminars are presented by the Première Vision fashion team and are in French/English.
Please note: seating is limited.
Please register in advance at the Press Club

A SERIES OF LEATHER CONFERENCES

To support fashion and accessory brands in the development of their footwear and leather goods collections, the show will host a series of conferences and dedicated workshops.

Hall 3 - Conference Space



© Taneka

Three round tables by nathalie elharrar

Consultant, footwear designer and IFM professor Nathalie Elharrar will share her experiences, and propose directions to better understand the leather industry's challenges in terms of environmental responsibility and social ethics in 3 round tables.

The leather industry faced with the environmental challenge

How is the leather industry moving towards eco-responsibility and the integration of new environmental standards?

Tuesday, 12 February at 3 pm

With the participation of:
François Charron, Manufacturing Manager, La Manufacture Eram (France)
Clémence Cornet, Marketing Director, Bocage (France)
Catherine Dupon, Director of the Atelier Bison (France)
Eva Klabalova, Founder of the Cave footwear brand (Czech Republic)
Thomas Boudart, Sales Director, Tannerie Masure (Belgium)

How can a social, design, manufacturing and local-network project come together in France?

Scoop and ESS (Social and Solidarity Economy) companies: Keys to understanding how these atypical companies - which, though focused on social and collaborative efforts, are no less efficient - work. They rethink the values of work, know-how

and transmission in a new way, blending tradition and innovation. Nathalie Elharrar looks at one example, the Archer group, which is patiently rebuilding an ecosystem of workshops and services in Romans sur Isère to revive the leather industry, which was decimated in the early 2000s

Wednesday, 13 February at 4 pm

With the participation of:
Christophe Chevalier, Head of the Archer Group, a solidarity and economic group located in Romans (France)
François Monterrat, Economics Board of the Valence Romans Agglomération (France)
François Xavier Ferrari, Industrial Designer and Co-Founder of the Mu Cooperative, an eco-design agency (France)
Caroline Jolly, CSR Director, Eram Group (France)

Eco-futurist fashion, thinking about tools for tomorrow

Discover new materials, technologies and methods to design, produce and recycle the accessories of tomorrow.

Thursday 14 February at 12 pm

With the participation of:
Jean Marc Pedeboy, Sales Director of Romans CAD solutions (France)
Anthony Boule, Engineer and co-founder of the Mu Cooperative, an eco-design agency (France), Christian Beaufort, Lake Shoes (Spain)



Two conferences proposed by the CTC

Le Conseil technique du Cuir (CTC) will organise 2 conference-workshops to help enlighten brands about creative and production processes for their shoe and leather goods collections, Tuesday 12 and Wednesday 13 February at 12 pm.

Leathergoods finishings

Tuesday 12 February at 12 pm

A new conference-workshop to present the winning synergies between expert-craftsman, stylist and designer to create successful leather-goods collections. With Jérémy GOBY, Leather Goods and Saddlery consultant, CTC

Responsibility regarding leathergoods placed on the market

Wednesday 13 February at 12 pm

The REACH regulation requires manufacturers, producers and importers to provide proof of the safety of their leather goods with regard to health and the environment. These provisions are based on the precautionary principle. This conference-workshop specifically presents possible solutions as to how to make the necessary arrangements and respect this commitment. With Valérie LADAVIERE, Doctor in chemistry, in charge of chemical technical support at the CTC

CONFERENCE ON GLOBAL SOURCING BY THE IFM



As part of the IFM-Première Vision Chair dedicated to "the economy of creative materials for fashion", the French Fashion Institute is presenting a new meeting.

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THE NEW MAPPING OF EUROPEAN SOURCING - A MOVE TOWARDS RESPONSIBLE SOURCING?

In addition to an overview of the new map of European clothing sourcing, the results of an IFM survey of some 100 French retailers will be presented, proposing the new geography of European supplies.

What are the latest globalization trends? What is the new geography of European supplies? How have distributors' sourcing practices evolved with regard to new consumer behaviours? How have companies adapted their sourcing strategies to the new requirements for sustainable development?

Conference presented by Gildas Minvielle
- Director of the IFM Economic
Observatory

Tuesday 12 February at 2pm
Hall 5 – Room 501

COLLABORTION: PREMIÈRE VISION ACCESSORIES X EPHYRE



Première Vision Accessories seeks to showcase accessories and the expertise of accessories exhibitors and to this end is organising an exclusive collaboration with the luxury French leather goods label, Ephyre, at next February's show.

Emmanuelle Barre, the founder of the label, wished to revisit one of its iconic models, the Leon bag, with accessories and leathers spotted during the last show.

11 unique items will be exhibited next February.

MORE ABOUT EPHYRE...

Founded by Emmanuelle Barre, a stylist for the most prestigious Parisian houses, the ethical leather goods label, EPHYRE, has continually developed since its creation in 2015, offering an elegant blend of design and French savoir-faire.

Adorned with their signature fine gold piercings, these timeless collections adopt accentuated graphic lines that are necessarily urban and practical, such as the Claude bag, a three-in-one that can be adapted from a shoulder strap to handheld to backpack, or the Leon mini-bag with its removable gold chain that transforms into a clutch or can be worn around the waist, on the shoulder or around the chest. Working in an ethical and responsible manner, EPHYRE has chosen to produce its bags in limited editions and sources its materials from French and Belgian tanneries specialised in vegetable tanning.

Discover the Ephyre brand in more detail at: www.ephyre.fr

YOUNG DESIGN TALENT AT THE HEART OF PREMIÈRE VISION PARIS



© Rushmy Botter & Lisi Herrebrugh - Première Vision Grand Prix du Jury 2018

Première Vision Supports The 34Th Hyères Festival Of Fashion And Photography

Since 2011, Première Vision has been partnering with the Hyères International Festival of Fashion and Photography. Today, the group sponsors the Hyères Grand Jury fashion prize, accompanied by a 15,000 € award, named the Grand Prix du Jury Première Vision.

Showing its support for creativity, this February at Première Vision Paris, Première Vision will welcome the 10 fashion competition finalists along with the 10 finalists for the Accessory Prize (leather goods, shoes, jewellery, glasses ...), launched in 2017.

The idea is to support these young designers in the creation of the collections they will present to the Festival, by affording them privileged access to the products and services of interested exhibitors in the yarn, fabric, leather and accessories sectors, as well as manufacturers.



comON Creativity Sharing - 2019

IFM Exposition

Students from the Design Postgraduate Program of the French Fashion Institute (IFM) will present products from their bag and shoe collections, fabricated by prestigious French and international luxury houses.

Première Vision Leather
Entry to Hall 3

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MODE

Exhibit: ComON Creativity Sharing The New Eco: Trace It

The idea for comON was born from the passion of a group of textile entrepreneurs from Como - the world's leading silk-producing region for the most prestigious markets, and supported by Unindustria Como - an association gathering 250 textile companies. Each year comON brings together top talent from the best

design schools, putting the creativity and ideas of young students together with the realities of Italian textile industry production.

Clothing, hats, one-of-a-kind items... dedicated to the new ecology and traceability, the exhibit will present a selection of the best projects proposed by students at its latest edition.

Première Vision Fabrics
Hall 5

Dawei updates the Jumpsuit for the Première Vision hostesses



Generous, sensitive, a perfectionist, Dawei finds true delight in designing a garment. He begins with a specific inspirational element such as a photo, a button or a colour palette, then makes it his own by exploring all its developmental possibilities. From these experiments come themes that will weave together the story of each collection. Thus, the garment itself is, from the start, its own inspiration.

Square cuts, subtle deconstructions, fabric mixes and colour play imbue Dawei's designs with a contemporary and citified atmosphere. The spirit is as fresh and dynamic as a free, energetic young woman. In a constantly churning universe, women find a welcome support in his designs: the pieces are practical and comfortable, as if the designer wanted to take care of their bodies in the bustle of the city. The elegance of his designs is offbeat and accessible, as seen in an evening dress made of a simple and low-key fabric.

And lastly, Dawei's creations are smart. The designer's focus on details and finishings make them subtly strong pieces of clothing, skilfully linking usefulness, quality and delicacy.

"At 17, I visited Première Vision for the first time ever with my school, the Chambre Syndicale de la Couture. I visited the show before I had even seen the Eiffel Tower! Since then, I come twice a year with the exact same enthusiasm. I'm particularly attached to beautiful materials, which inspire my designs. For the show's hostess teams, I created a structured jumpsuit using a wide-striped cotton plain-weave from Japanese weaver Maruwa. (Première Vision Fabrics / 6M1)."

In this original design created exclusively for Première Vision, Dawei updates functional garments with freshness and punch, proposing a woman's jumpsuit and a man's shirt in a very contemporary workwear spirit.

To accessorize the outfit, hostesses wear earrings made specially for the occasion by the Ateliers Tamalet (Première Vision Accessories), French makers of accessories and fashion jewellery, including stamped metal, metal welding, beaded knits, buckles, enamelled metal, feathered accessories, beaded assemblies, braided chains, leather, beads, cords, ornaments with rhinestones, costume jewellery...

ABOUT DAWEI

Dawei Sun discovered the fashion world at the Ecole de la Chambre Syndicale de la Couture Parisienne, and decided to make it his life's adventure. Shortly after finishing his studies, he started his career working at Lolita Lempicka, Balenciaga and John Galiano. Later, he created the Belle Ninon brand with a friend, Ling, and won the ELLE Fashion Award. The duo then took over the artistic direction at Cacharel. Strengthened by these experiences and seeking greater freedom in his work, Dawei launched his eponymous brand in 2016. Dawei was one of 12 young designers showing at the 2018 Designers Apartment.

Designers Apartment is a Federation-backed initiative, supported by the DEFI for the past 11 seasons. A dozen young designers are selected by a committee of industry professionals on the basis of their creativity and fashion vision. Now located in the Palais de Tokyo and part of the Paris Fashion Week Center, they fully participate in the Federation's initiatives.

SAVE THE DATE

PRESS CONFERENCE

Tuesday 12 February 2018 at 11 am

WEARABLE LAB – HALL 6

Conference Space

(Please note: new location)

Presented by Gilles Lasbordes
Managing Director of Première Vision

To prepare and facilitate your visit, and keep up with all the latest news and events,
download the Première Vision Paris app!

www.premierevision.com

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