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**PRESS
RELEASE**

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EXPLORE THE NEW HORIZONS OF FASHION



This 2, 3 and 4 July 2024, Première Vision Paris - the international event for sustainable and creative fashion professionals - is back at the Parc des Expositions at Paris Nord Villepinte. Visitors coming to find inspiration, share ideas, and build their coming collections of ready-to-wear, accessories (fashion jewelry and leather goods) and footwear will discover the **Autumn-Winter 25-26 collections** from **over 920 international exhibitors** (spinners, weavers, tanners, textile designers, accessories makers, garment manufacturers) from **some 40 countries**, including Italy, France, Spain, Portugal, Japan, UK, Belgium, South Korea, Turkey, China, and more.

As a leading organizer of international events for the textile, leather and apparel industry, **Première Vision offers an extensive range of programs and solutions designed to support the entire industry, foster business discussion, promote and accompany the transition to a more sustainable fashion industry, encourage digitalization, and of course support the development of ever more innovative collections.**

«New energies and synergies. New contacts and renewed encounters.»

Simone Catini, Men's Ready-to-Wear Components Development Manager - Louis Vuitton.

Première Vision Paris is the international hub of the creative fashion industry, distinguished by its:

- **Selectivity:** the exhibitor selection committee brings together Première Vision experts with industry manufacturers and buyers, and plays a crucial role in **maintaining a coherent, high-quality offer** reflecting the diversity of the market - from large distribution to luxury.
- **Singularity,** as an event offering a cross-sector range of products, including Yarns, Fabrics, Designs, Leather, Accessories, Manufacturing. Adding to this comprehensive offer are innovative universes such as Deadstock and Smart Creation (innovation, eco-design, tech).

Exhibitors currently registered for July 2024: 434 Fabrics, 202 Manufacturing, 50 Designs, 66 Leather, 115 Accessories, 25 Yarns and 33 Smart Creation exhibitors.

Première Vision is bolstering its initiatives by confirming new investments and partnerships, and renewing its business support programs for the July 2024 edition of Première Vision Paris.

Launched at PV Paris in February 2024, the Hosted Guest program was a resounding success, bringing together no fewer than **194 global personalities**. **Renewed for the July 2024 edition**, this initiative, once **again supported by the GL events Group in the amount of €1 million**, not only strengthens key links within the industry, but also enables the development of strategic partnerships.

This large-scale initiative is complemented by **the new Export program run by Business France**, the National Agency in charge of internationalizing French companies, which is mobilizing its international network of experts as part of the «Export Starts in France» initiative. This government-subsidized program helps to finance the visits of key foreign decision makers to France, and to organize genuine export business meetings between buyers and French companies.

The Matchmaking program has also been renewed. Introduced in early 2024, it paved the way for unique collaborative opportunities by arranging **587 meetings between exhibitors and brands**.

« The Spring-Summer 25 edition was rich in encounters and discoveries, and the diversity of exhibitors let me target my choices for the new IRO Menswear collection» **Laurent Schneider, Senior Menswear Designer - IRO.**

NEW !

For personalized, more confidential assistance in the sourcing process, visitors from luxury brands can make an appointment at the **PV CUBE** with a Première Vision fashion expert. They will then enjoy a tailor-made experience and access to 300 fabric samples and 50 new leathers among the season's most emblematic.

(This assistance program is available by invitation only)



@Nicolle-Juliette

PERFORMANCE: FASHION TEAMS UP WITH SPORTING EXCELLENCE



Held three weeks before the kick-off of the **2024 Olympic Games**, **Première Vision Paris** joins in the exciting celebration of sport!

Over the decades, **advances** and **innovations** in the creative fashion industry **have profoundly influenced the world of sport**, both in its **search for performance** and in its **expressions of elegance**. The result? Products that are more comfortable, UV-resistant, water-repellent, windproof yet breathable, quick-drying... **Première Vision Paris** is proud to welcome **several hundred material developments** to the **Sport & Tech** universe, an opportunity to discover and explore the innovations and trends destined to **shape the future of sportswear!**

TECH & SUSTAINABLE COMMITMENT TRACE OUT THE FUTURE OF THE INDUSTRY

‘a better way’, 1 year old already!

Launched in July 2023, ‘**a better way**’ - the program launched to recognize exhibitors’ efforts and investments in developing more sustainable fashion - is **already celebrating its 1st year!** Developed across all **Première Vision** shows, the program reflects a deep understanding of the current challenges facing the textile, clothing, leather... and fashion more broadly. In response to growing concerns about the environmental and social impact of clothing production, **this program is committed to giving brands greater visibility in their sourcing by promoting exhibitors’ most virtuous approaches**. By emphasizing sustainable practices, greater transparency, and high ethical standards, ‘**a better way**’ **acts as a catalyst for change**, meeting the expectations of brands and consumers concerned about the origin and impact of raw materials.

Smart Creation: technology serving transformation

The **Smart Creation** universe shines a light on exhibitors’ sustainable approaches, where innovation, eco-design and technological solutions are all shaping the future of fashion. Exhibitors are divided into three main categories:

- **Smart Tech:** cutting-edge technological solutions, digitization of materials, traceability systems, tools for measuring environmental impact...
- **Smart Materials:** ranges of innovative materials, sustainable alternatives (eco-designed fibers, plant-based dyes, etc.), reduced-impact chemical solutions, etc.
- **Smart Services:** assistance with certifications and sustainable initiatives...

Deadstocks

Introduced at the show in February 2024 as part of the **Smart Creation** universe, **deadstock** (materials unused by fashion houses) will once again be on offer at the show, in a dedicated area set aside for deadstock from **PV Paris** exhibitors. Additionally, two renowned experts in the field, **Adapta** and **Nona Source**, will be on hand to offer their expertise and support.

AUTUMN-WINTER 25-26 SEASON EXPLORES THE EXTREME!

EXCEPTIONAL CREATIVE EXPRESSION. EXCELLENT QUALITY. EXACTING APPROACH TO SUSTAINABILITY.

In the face of numerous economic and ecological challenges, the fashion industry is adapting and reinventing itself in pursuit of a prosperous and sustainable future. Today, the fashion industry is going all out to **redefine the contours of creative and industrial approaches**.

A peek at the Autumn-Winter 25-26 season: the fashion landscape is developing along three major trends. On the one hand, a **Minimalist Excellence** is emerging in response to a need for simplification and quality, where minimalism is synonymous with luxury and harmony in an era of excess. On the other, **Inclusive Extravagance** celebrates diversity and creative freedom, mixing styling codes to create a new, inclusive aesthetic. Finally, **Sensual Expressivity** explores the sensual and emotional side of fashion, highlighting the diversity of bodies, of experiences.

« This season is deeply rooted in the values of quality, longevity and inclusiveness, where fashion becomes both an aesthetic choice and a commitment to sustainability and environmental responsibility »,

says **Desolina Suter**, *Première Vision Fashion Director*.

Find out more about the Autumn-Winter 25-26 season:

- **Two fashion forums to discover the latest developments:** **Inspiration Forum** (Hall 5) and **Sourcing Solutions Forum** (Hall 6). Audioguides will be available in French, English, Italian, Korean, Japanese and Chinese.
- **The PV Color Book**, Première Vision's color range developed by a team of **international experts**, is available for only €150.
- **Fashion seminars** (see program below).



ON THE PROGRAM: OVER 35 CONFERENCES

The show's two conference areas will be found in Hall 6. The July 2024 edition of PV Paris is more concentrated, focused around a select group of over 920 exhibitors spread across **two halls - the busiest ones - in the Parc des Expositions Paris Nord Villepinte**. The event's new configuration aims to **promote** a dynamic concentration of traffic, **optimize** sales synergies, and **ensure** a smoother visit experience thanks to shortened itineraries.



On the programme:

Chaire IFM x PV

Sustainable-fashion consumption among young adults

*Presented by Gildas Minvielle,
Director of the IFM Economic Observatory,*

→ **2 July at 2:00 p.m.**

3 fashion seminars to decode the AW 25-26 trends

→ **2 July at 10:00 am - 3 July at 12:00 pm
and 4 July at 11:00 am**

(English & French)

3 eco-innovation fashion seminars

→ **2 July at 12:00 - 3 July at 11:00
and 4 July at 12:00**

(English & French)

Detailed program to come...

REQUEST MEDIA ACCREDITATION

PRACTICAL INFO

Première Vision Paris | 2-3-4 July 2024 | 9:00 am - 6:30 pm
Parc des expositions Paris Nord Villepinte

THE PREMIÈRE VISION APP

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

AT THE SHOW: JOIN US AT THE PRESS LOUNGE (Hall 5)

Personalized assistance, A place to work and rest: meals and drinks, magazines

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

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

Denim Première Vision

4 & 5 December 2024
Superstudio Più, Milan

paris.premierevision.com



PREMIÈREVISION
The art & heart of fashion

