

## THE LAST EDITION OF PREMIÈRE VISION PARIS CONFIRMS THE ACCELERATION OF A FAST-CHANGING GLOBAL FASHION MARKET



The latest edition of PV Paris, organized by the Fashion division of GL events Exhibitions, provided an opportunity to assess the scope of expectations for the entire sector - in terms of innovation, support in navigating eco-responsibility regulations and the integration of technological change - to return to growth amid a structurally and economically challenged market.

**Florence Rousson, President of the Première Vision Management Board:** «Historically, Première Vision Paris is international and cross-disciplinary by nature, thanks to the industrialized nations and the complementary industry trades it brings together. This unique quality gives us a privileged status as a global observatory. We can gauge just how much the industry needs to co-construct, collaborate and exchange, to lay down the framework of a new era. The 1,500 Matchmaking meetings that took place among - triple February's numbers - were a real success. For initiatives such as these, this is only the beginning, and in the coming months we will keep moving ahead with determination.»

In line with these commitments, Première Vision continues to support all players in the sector - trade federations, manufacturers, brands, designers, startups, etc... by:

- Making available in a single location **the collective intelligence** of our events' community of professionals
- Developing **content about market forecasts**
- Opening up **opportunities for co-creation, new services and solutions**

## A DYNAMIC OF INNOVATIONS FOR THE INDUSTRY

Some **930 exhibitors** (from more than 40 countries), all rigorously selected, were able to present their collections and new developments to over **8000 companies** (from more than 115 countries). They were able to share in an **experience and immersion rethought in a new organization** of the space focused on visitor paths.

### Business support

- **The growing success** of the renewed Hosted Guests program, for the first time held in partnership with Business France, which saw **1,500 Matchmaking appointments** among **230 international leaders and exhibitors**, triple that seen in February 2024.
- **The launch of a new exhibitor/visitor networking feature on the PV app**: identification of visitors and exhibitors present with meeting proposals.
- **The IFM - Première Vision Chair**: the annual study conducted in collaboration with the Institut Français de la Mode surveyed 6,000 people worldwide to help keep the community informed about consumer behavior: «The New Criteria of Young Fashion Consumers.» [Learn more](#)

### Forward-looking support

- **Exclusive Fashion information** led by the PV Fashion team: two Sourcing Solutions and Inspiration forums; seminars, the color range, editorial content, and two Denim and Leather exhibitions.
- A program of **more than 35 talks and pitches** on eco-responsibility and tech, among other topics.
- **The new invitation-only «Conversation with»** format welcomed **Serge Carreira, Director of Emerging Brands at the Fédération de la Haute Couture et de la Mode**, to discuss «*the evolution of creative processes and the futures of fashion.*»
- **The PV Cube**, a material library accessible by invitation and appointment only, containing over 300 new creations.
- **A unique city guide** to make the most of free time in Paris during the show, with information on hip addresses for finding inspiration (concept stores, art galleries, restaurants, etc.).

### Eco-responsible support

- The ‘**a better way**’ programme was extended to **312 exhibitors** to analyze responsible initiatives according to five criteria.
- The **Smart Creation** sector, which welcomed 36 companies.
- A brand new space dedicated to **deadstock** from show exhibitors.
- Information on eco-responsibility through dedicated conferences and the decoding of eco-responsible criteria for all materials highlighted on the forums.
- **Speeches from representatives of French and European institutions: the European textile confederation Euratex**, represented by its new president Mario Jorge Machado, presented its roadmap for meeting the challenges facing European textile companies. **The Union des Industries Textiles** and its 32 exhibitor members reaffirmed the central role France plays in the creation and production of materials. **The Alliance for European Flax-Linen & Hemp** also presented its results, heralding an anticipated rebound after several challenging years.



## PREMIÈRE VISION COUNTS:

**86 000**

visitors

from

**120**

countries

**3 500**

exhibitors

from

**48**

countries

**11**

annual  
events

on **3**

continents :

Europe, North America, Asia

Social media:

**+281 000**

followers

## UPCOMING EVENTS

**PV**

**NEW YORK**

16 | 17 JULY  
2024

**TRANOÏ**  
TOKYO

4 | 5 SEPTEMBER  
2024

**TRANOÏ**  
WOMEN

26 - 29 SEPTEMBER  
2024

**PV**

**DENIM**

4 | 5 DECEMBER  
2024

**PV**

**BLOSSOM**

11 | 12 DECEMBER  
2024

**PV**

**NEW YORK**

14 | 15 JANUARY  
2025

**PV**

**PARIS**

11 - 13 FEBRUARY  
2025

## ABOUT THE GL EVENTS FASHION DIVISION

With 19 trade shows and events a year, the Fashion division of GL events includes Première Vision, Tranoi and Fashion Source. Its goal is to develop a unique pole of events and services to meet new challenges in the fashion market in France and around the world. The Fashion division is at the heart of the creative process, providing a platform for dialogue and debate for all players across the creative industry.

## SOME OF THE BRANDS PARTICIPATING IN THE EVENT:

ARMEDANGELS / ARMINE / ARMOR DEVELOPPEMENT / ARTCRAFTS INTERNATIONAL / ASH & LACY BUILDING SYSTEMS / ASMARA / ASOS / ASTER TEXTILE / ATELIER EME / ATELIERS DE VERNEUIL / ATHLETA / ATLASFORMEN / AYDINLI GROUP / AZER BAYINDIR / B&G STORE / BA&SH / BABA FASHION / BACK&BOND / BAF / BALENCIAGA / BALIBARIS / BALLY STUDIO S.R.L. / BALMAIN / BALZAC / BAQA / BARBARA BUI / BARBUTI / BEAUMANOIR / BEAUMONT / BELLA DAHL / BELLEROSE / BENETTON / BENSIMON / BERENICE / BERLUTI / BERSHKA / BESTSELLER / BEYMEN GROUP / BG GROUP / BG STORE / BILSAR / BIMBA Y LOLA / BLAZÉ MILANO / BODEN / BOGGI / BONNETERIE CEVENOLE / BONNETERIE D'ARMOR / BONPOINT / BONPRIX / BOSIDENG / BOTTEGA VENETA / BREAL / BRIDAL KONG / BRION SISTERS / BROOKS BROTHERS / BRUSNIKA / BUELTEL / BURAEANG / BURBERRY / BY FANG / BY LIVY / C&A / CACHAREL / CACHE CACHE / CALIDA / CALVIN KLEIN / CALZEDONIA / CAMILLE FOURNET / CAMOMILLA ITALIA / CANADA GOOSE SERVICES LIMITED / CANALI / CAPRI / CAMEL / CARHARTT / CARMENS / CAROLL / CECILIA SORENSEN LTD / CELINE / CELIO / CHANEL / CHANTELE / CHAPURIN / CHARLES CHEVIGNON / CHARLES TYRWHITT / CHARLOTTE SPARRE A/S / CHARO RUIZ / CHARUEL / CHERRYFIELD / CHLOE / CHOPARD / CHRISTIAN DIOR / CHRISTIAN DIOR COUTURE / CHRISTIAN LOUBOUTIN / CIRCLE SPORTSWEAR / CLAUDIA STRATER / CLAUDIE PIERLOT / CLOSED / CLOSET LONDON / CLOTHING / CLUB MONACO / COACH / COMMA / COMME DES GARCONS / COMME MOI FASHION CO / CONBIPEL / CONFEZIONI LERARIO / CONVERSE INC / COPERNI / COS / COSNOVA / COURREGES / CPAX LTD / CULT GAIA / CUSTO BARCELONA / CWF CHILDREN WORLDWIDE FASHION / CYBEX / CYRILLUS / D NU D / DAGI / DAILY PAPER / DAMART / DAMUR / DANTE6 / DAVID NAMAN / DAVIMAR / DE BONNE FACTURE / DECATHLON / DEDIMAX / DEFACTO / DEMELL / DES PETITS HAUTS / DESERT B. DESIGNS / DESIGUAL / DEVANLAY EREN TEKSTIL / DEVRED / DIANE VON FURSTENBERG / DICE KAYEK / DNUD / DOGG LABEL / DOLCE & GABBANA / DOUGLAS & GRAHAME / DRIES VAN NOTEN / DS FASHION / E5 / ECOALF RECYCLED FABRICS / EDWIN EUROPE / EL LOUISE CAISSARD / EILEEN FISHER / EL CORTE INGLES / EL GANSO / ELISA RIVERA SL / ELLASSAY / EPYAYING / ERAM / ERDEM / ERDOS / EREN / ERIC BOMPARD / ESPACE PIERRE CARDIN / ETAM / ETAM LINGERIE / ETIENNE AIGNER AG / ETS RICHARD PONTVERT ET CIE / EVERLANE / FAGUO / FALKE KGAA / FASTRETAILING / FATHER & SONS / FC DESIGN / FENDI / FENG CHEN WANG / FERRAGAMO / FIDLER / FILA MILANO / FILIPPA K / FILOU COMPANY / FLEUR DU MAL / FORTE FORTE / FRANCO AUSTRAL / FRANCO ROSSI ALPHA STUDIO / FRANKIE STAPLES / FRENCH CONNECTION / FUCHIGAMI FINS CO. / FURLA / FUSALP / GAIA SOURCING UK LLP / GALERIES LAFAYETTE / GANNI / GAP / GAS BIJOUX / GAUCHERE / GD FRANCE / GEMO / GENTLEMEN BARISTA / GEORGE / GERARD DAREL / GIACOMO CONTI / GIANNI VERSACE / GIORGIO / GIORGIO ARMANI / GIVENCHY / GODSKE GROUP / GOLDENPOINT / GRAAL / GRACE AND MILA / GRASSI & MORELLI / GROUPE ROYER / GROUPH8 / GUCCI / GUESS / GÜLDALI TEKSTIL / GYMSHARK / H.EICH / H&M / HACKETT LONDON / HAMA & CO KG / HANDSOME / HAPPY CHIC / HARRISWILSON / HARRODS / HARTFORD / HEIMSTONE DIFFUSION / HERMES / HERMES SELLIER / HESS NATUR / HIROKO KOSHINO INTERNATIONAL / HOBBS / HOLDING TEXTILE / HERMES / HOLY FASHION / HOSS INTROPIA / HUGO BOSS / HUNKEMOLLER / HUSH / HUTFABRIK SEEBERGER & CO. KG / ICICLE / ID FRANCE / IDA GUT AG / IKKS / IKKS MEN / IKKS WOMEN / ILENIA DURAZZI / IMAX / IMPASSE13 / IN-CARNATION / INDIES / INDITEX / INDITEX - STRADIVARIUS / INIKO / IPEKYOL GROUP / IPOCOMP / IRO / ISABELLE MARANT / ISSEY MIYAKE INC. / IZAC / IZETA / J M WESTON / J P BODEN / JACADI / JACK WOLFSKIN / JACQUEMUS / JAEGER / JANN-K CREATIONS / JAPAN SCOPE / JEAN PATOU / JEAN PAUL GAULTIER / JEANNE LANVIN / JEANNE VOULAND / JEFEN FASHION CO. / JENNYFER / JEROME DREYFUSS / JIL SANDER / JIMMY CHOO FLORENCE / JINGHI / JNBY FINERY CO. / JOHN LEWIS / JOHN VARVATOS / JOSEPH / JOSEPH RIBKOFF / JULES / JULIEN FOURNIÉ / JUNKO KOSHINO / KAPTEN & SON / KARDEM / KARL / KARL LAGERFELD / KAYRA / KENZO / KERING / KIARA / KIKO KOSTADINOV / KING / KITH / KITSUNE / KOLON INDUSTRIES FNC / KOLOSOVA / KURT GEIGER / KUVERA / KUYICHI / L'IMPERTINENTE / L. PUCCI / LA CADETTE / LA FEE MARABOUTEE / LA HALLE / LA MAISON SIMONS / LA REDOUTE / LACOSTE / LANCASTER / LANCY / CREATION PARIS / LISE CHARMEL INDUSTRIE / LITTLE DUTCH / LIUJO UOMO / LIVE FAST DIE YOUNG CLOTHING / LLC NELVA / LOEWE / LOIR PARIS / LONGCHAMP / LOUIS VUITTON / LPP / LULULEMON / LVMH / MAC DOUGLAS / VANESSA BRUNO / MAISON 123 / MAISON BALZAC / MAISON LABICHE / MAISON MARGIELA / MAISON MICHEL / MAISON PIERRE HARDY / MAISON RABIH KAYROUZ / MAJE / MAKE MY LEMONADE / MANEKI / MANGO / MANOLO BLAHNIK INT LTD / MARC AUREL TEXTIL / MARC CAIN / MARC JACOBS / MARELLA / MARGOT LAMARCHE / MARINE SERRE / MARISFROLG / MARKS & SPENCER / MASSIMO DUTTI / MATALAN / MAX MARA / MAZARINE / MEIWA KOBE / MELON FASHION / MIISTA / MINICONF / MIRIADÉ / MIROGLIO FASHION / MISTER K / MISTER LADY / MKT STUDIO / MN INTER-FASHION / MONCLER / MONOPRIX / MONSIEUR ICHIRO SUZUKI / MONSOON / MONTEGRATO CO / MOORER / MORELLI / MORGAN / MOSCHINO / MOSS BROS / MOYNAT PARIS / MS MODE / MSNL / MUDO / MUGLER / MUNTHE / MUSEMARRY / NAF NAF / NARKONTEKS / NATORI / NATURANA / NENDO / NEW ERA CAP CO / NEW YORKER / NEWORCH / NEXT / NEXT SOURCING / NIGEL CABOURN / NIKE / NINA RICCI / NIU / NO LABEL BV / NORTH SAILS / NOUVELLE UJA / NYKY S.R.L. / O'NEILL / OFFICINE GENERALE / OKAIDI / OLIVER BONAS / OLOVO / ON AG / ON RUNNING / ONAPP / ÖNCELLER / ONE STEP / ORCHESTRA-PREMAMAN / OSTIN / OTTOD'AME H.EICH / PACO RABANNE / PALOMO / PAN-KO / PAPER PLANE PARTNERS SL / PAPILIO / PAROSH / PATAGONIA / PATOU / PAUL AND JOE / PAUL SMITH / PELLETERIA TIZETA / PERSPECTIVE / PETIT-BATEAU / PETITE MENDIGOTE / PHASE EIGHT / PHILIPPE MODEL / PHOEBE PHILO / PIERRE BALMAIN / PLISSE' / PM / POMANDERE / POMPEII / PORTS / PORTS 1961 / POUPPER / PRADA / PRIMARK / PRINCESSE TAM TAM / PRINTEMPS / PROMOD / PRONOVIAS / PULL&BEAR / PUMA / PURPLE LABEL FASHION / RAGGED SCHOOL MUSEUM TRUST / RAUTUREAU APPLE SHOES / REBECCA TAYLOR / REDSKINS

& OTHER STORIES / A.P.C / AAIKO / ABITEKS / ADASTRIA CO / ADLER / ADOLFO DOMINGUEZ / ADVANCED PAYMENT SOLUTIONS / AEYDE / AGNELLE / AGNES B / AIGLE INTERNATIONAL / AIGNER MUNICH / AKIKO OGAWA LTD / AKTAŞ KONFEKSİYON / ALCOTT / ALECA/ALEXANDER MCQUEEN/ALEXANDRE VAUTHIER/ALGO/ALICE+OLIVIA/ALLSAINTS/ALLURE SAINT HONORE/ALMAXTEX / ALPHA INDUSTRIES / ALPHATAURI / ALTANA / ALTEA 1947 / AMAZON / AMERICAN EAGLE OUTFITTERS / AMI PARIS / AMONREE / ANASOUSA / ANN&LINE / ANNE VEST / ANOTHER COMMUNITY UNIPESOAL LDA / ANOUK ROBYN STUDIO / ANTHROPOLOGIE / ANTICIPATION / ANTIK BATIK / ANZHENG FASHION / AQUAZZURA ITALIA / ARENA / ARITZIA / ARMAND THIERY / REFORMATION / REHA TEKSTIL / REISS / RENE / RENE DERHY / RENOMA INVEST / RENOMA PARIS / REPETTO / RIBO FASHION GROUP / RITO / RIU / RIVER ISLAND / RIXO / ROBERTO VERINO / ROUGE GORGE LINGERIE / ROUJE / RYOTA SHIGA DESIGN STUDIO / S.OLIVER BERND FREIER / S.T. DUPONT / SAFIYAA / SAINSBURYS / SAINT ANGELO / SALOMON / SALVATORE FERRAGAMO / SAMSONITE / SAMSUNG C&T FASHION GROUP / SANDRO / SANTONI / SANYO SHOKAI / SAVE THE DUCK / SBS TEXTILE / SCALPERS / SCANDIC FASHION / SCHUMACHER / SCOTCH & SODA / SEIDENSTICKER / SESSUN / SEZANE / SHIATZY CHEN / SHINWON / SHUTOVSKA / SIMONE PERELE / SMCP / SNIPES SE / SOCIAL FASHION COMPANY / SOCIEDAD TEXTIL LONIA / SOEUR / SOLUNE / SONIA RYKIEL / SPRINGFIELD WOMAN / STANCE SA / STARKEL / STELLA FOREST / STELLA MCCARTNEY / STELLA MCCARTNEY ITALIA / STL / STOULS MONT THABOR / STRADIVARIUS / STREET ONE / STUSSY INC. / SUDEXPRESS / SUNCOO / SUPREME / SWING COLLECTIONS / TAKAOKA CO. / TAKISADA-NAGOYA / TAKKO HOLDING / TALBOT RUNHOF PURPLE LABEL FASHION / TALBOTS INC / TAPE A L'OEIL / TARA JARMON / TARTINE ET CHOCOLAT / TATRAS / TAYPA TEKSTIL / TEDDY / TENDAM SPRINGFIELD / THAMES MMXX / THE KOOPLES / THE NORTH FACE / THE VERY GROUP / THOM/KROM E. K. / TOD'S SPA / TOM FORD / TOMMY HILFIGER / TRAMONTANA / TRENDYOL / TRICOTAGE DES VOSGES / TRIKOTEK / TROPHEE PAUL TAYLOR / TXT TRADING / TYH TEKSTIL / UALABI FASHION SL / UJA / UNIQLO / ÜNITEKS GIDA TEKSTIL SANAYI VE TICARET A.Ş. / UNIVERSAL WORKS / VAKKO / VALENTINO / VAN HARPER / VEJA / VERO MODA / VERTBAUDET / VF KIPLING / VILEBREQUIN / VIVIENNE WESTWOOD / VL PROD / WEILL / WIP TRADING / WOOLRICH / WUXI LERO LIMITED / YSÉ / YVES SAINT LAURENT / YVES SALOMON / ZADIG&VOLTAIRE / ZAPA

## 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

### 2017

#### Pauline Reullier

+33 (0)6 70 14 30 17  
pauline@2017.fr

#### Bertrand Schneider

+33 (0)6 76 08 73 50  
bertrand@2017.fr

### 2<sup>e</sup> BUREAU

#### Sylvie Grumbach

sylvie.grumbach@2e-bureau.com

#### Marie-Laure Girardon

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

paris.premierevision.com



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*The art & heart of fashion*

