

RESULTS | BLOSSOM PREMIÈRE VISION A JOURNEY INTO THE ELEGANCE OF PREMIUM AND LUXURY PRE-COLLECTIONS

On December 11 and 12, the Carreau du Temple in Paris welcomed **1,242 visitors** to **Blossom Première Vision**, the exclusive event dedicated to the launch of pre-collections for premium and luxury fashion brands. Located in the heart of the Haut Marais, a Parisian district deeply rooted in textile and fashion heritage, Blossom PV brought together the leading suppliers of luxury fashion houses.

The event provided an opportunity to meet **86 international experts** (including 15 newcomers) from key countries in the sector - Italy (51), France (25), the United Kingdom (2), Japan (3), Spain (1), and Portugal (4) - and to **discover the Spring-Summer 2026 textile, leather, and accessories pre-collections.**



*“We are delighted to see that this edition of Blossom was not only well-received but also recorded **a significant increase in both visitor numbers and exhibitors.** The growing number of participating companies, **perfectly aligned with the premium and luxury positioning of our event, reflects its strong appeal.** This edition also highlighted craftsmanship, a theme that is gaining importance and will take center stage at Première Vision Paris in February. Visitors were particularly captivated by **the incredible weaving demonstration workshop led by Stéphanie Lacoste,** which beautifully illustrated the relevance of this theme. In a challenging market environment, **the qualitative discussions we offer - especially through interactive workshops - address a genuine***

*need among visitors for **constructive dialogue between brands and Première Vision fashion experts.** Blossom will return on June 4 and 5, 2025, showcasing the Autumn-Winter 26-27 season.”* **Florence Rousson, President of the Première Vision Management Board.**



2nd EDITION OF THE BLOSSOM PV WORKSHOPS

The second edition of the Blossom PV Workshops **once again provided an exclusive and enriching experience**. These two invitation-only sessions offered a unique opportunity to preview and analyze the Spring-Summer 2026 fabric and leather pre-collections. Held in a warm and welcoming atmosphere, the workshops fostered meaningful exchanges between Première Vision fashion experts and leading luxury brands. They allowed for the sharing of **valuable insights, discussions on emerging trends, and the delivery of essential information for the successful development of future collections**. With a strong focus on **innovation, craftsmanship, and eco-friendly properties**, these workshops highlighted **creative and sustainable solutions** that meet the demands of contemporary luxury.

KEY FIGURES OF THIS EDITION

1 242 VISITORS

*Brand executives, buyers, stylists, designers, production managers...
From: France, Spain, Italy, the United Kingdom, and more.*

86 EXHIBITORS

*including 15 new participants.
From: France, Italy, the United Kingdom, Japan, Spain, and Portugal.*

5 REPRESENTED SECTORS

Fabric – Accessories – Leather – Craftsmanship – Services

2 WORKSHOPS

Leather & Fabric

EXPLORE FURTHER

NEW! The Première Vision fashion team now offers free webinars—practical and actionable tools to help you prepare for your visit to Première Vision Paris (February 11–13, 2025). These sessions, dedicated to Spring-Summer 2026 trends, are delivered in a focused and efficient format (20 minutes + Q&A), tailored specifically for fashion professionals. [Learn More](#)

THESE BRANDS WERE PRESENT

AGNÈS B / ALEXANDRE VAUTHIER / ALGO / AMI PARIS / ANTIK BATIK / APC / ARMAND THIERY
BA&SH / BALENCIAGA / BALMAIN / BENSIMON / BERENICE / BERLUTI / BONPOINT / BONNE
GUEULE / BONTON / CAMAÏËU / CAMILLE FOURNET / CANADA GOOSE / CAROLL / CARTIER
CARVEN / CELINE / CERRUTI 1881 / CHANEL / CHARO RUIZ / CHLOÉ / CHRISTIAN LOUBOUTIN
CLARIS VIROT / COMME DES GARÇONS / COPERNI / COTELAC / COURRÈGES / CYRILLUS
D NU D / DES PETITS HAUTS / DIOR / DOLCE & GABBANA / ERES / ÉTUDES STUDIO
FRANCO ROSSI / GALERIES LAFAYETTE / GÉRARD DAREL / GIORGIO ARMANI / HARTFORD
HEIMSTONE / HERMÈS / ICICLE / IKKS / INDIES / INES DE LA FRESSANGE / ISABEL MARANT
IZAC / JACADI / JACQUEMUS / JEAN PAUL GAULTIER / JÉRÔME DREYFUSS / KENZO / KERING
LA FÉE MARABOUTÉE / LA REDOUTE / LACOSTE / LANVIN / LEMAIRE / LEONARD
LISE CHARMEL / LOEWE / LONGCHAMP / LOUIS VUITTON / LOULOU STUDIO
MAISON KITSUNÉ / MAISON MICHEL / MAISON STANDARDS / MAJE / MARGIELA / MAX MARA
MISTER K / MONCLER / NINA RICCI / PACO RABANNE / PAROSH / PAUL AND JOE
PETIT BATEAU / PORTS 1961 / RAUTUREAU APPLE SHOES / RICK OWENS / ROUJE
SAINT LAURENT / SÉZANE / SOEUR / STELLA FOREST / TARA JARMON / TARTINE ET CHOCOLAT
THE KOOPLES / TOD'S / VALENTINO / VANESSA BRUNO / VILEBREQUIN
VIVIENNE WESTWOOD / WEILL / YVES SALOMON / ZAPA / ZILLI

ABOUT THE GL EVENTS FASHION DIVISION

With 19 shows and events a year, the Fashion Division of GL events encompasses the Première Vision, Tranoï and Fashion Source shows. Its goal is to develop a unique hub of events and services to meet the new challenges of the fashion market in France and abroad. The Fashion Division is at the heart of the creative industry, providing a platform for dialogue and debate for all creative industry players.

UPCOMING EVENTS

2025

Première Vision New York

January 14–15

Tranoï Showcase

January 23

Première Vision Paris

February 11–13

Tranoï Paris

March 6–9

Tranoï Tokyo

March 18–19

Made in France Première Vision

April 2–3

Première Vision Montréal

April 22–23

Denim Première Vision

May 21–22

Blossom Première Vision

June 4–5

Première Vision New York

July 15–16

Tranoï Tokyo

September 3–4

Première Vision Paris

September 16–18

Tranoï Paris

October 2–5

Denim Première Vision

Fall 2025

Blossom Première Vision

Fall 2025

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The art & heart of fashion

