

KNOW-HOW: NEW ESSENTIAL BENCHMARKS FOR THE FASHION MARKET AND A FLAGSHIP THEME FOR THE FEBRUARY EDITIONS



From February 11 to 13, 2025, **Première Vision Paris** will take place at the Paris Nord Villepinte Exhibition Center. The event will bring together key players in the creative and responsible fashion industry—from diffusion to luxury—providing a unique opportunity to **meet experts from around the globe** and delve into the **Spring-Summer 2026 collections**.

As announced several months ago, Première Vision Paris is maintaining its schedule of two annual, distinct, and complementary events. **Know-how will take center stage during the February 2025 edition and all future February editions**, showcasing the Spring-Summer collections.

The event invites visitors to discover **unique craftsmanship**, whether contemporary or ancestral, and to **explore the latest innovations in textiles, leather, accessories, and design**. Spinners, weavers, tanners, designers, accessory manufacturers, and garment makers **from around 40 countries**—including Italy, France, Spain, Portugal, Japan, the United Kingdom, Belgium, South Korea, Turkey, and China—will gather for **three days dedicated to this theme**.

REINVENTION, RESILIENCE, KNOW-HOW, AND SUSTAINABILITY: A NEW ERA FOR CREATIVE FASHION

Fashion is currently facing a true crisis of value and values. Shaken by a series of upheavals—economic, ecological, energy-related, and existential—it stands at a historic turning point. In this context, **know-how** emerges as a crucial reference point for addressing current challenges. **Preserved, reimagined, and carried forward by passionate individuals**—artisans, artists, industrialists, and a new resilient generation— **know-how offer a potential reset for the system**.

“Committed and innovative, the key players in our industry are reintroducing circularity and regeneration, favoring alternative processes, smaller scales, sustainability, and long-term thinking. By expressing themselves through new creative approaches, valuing unprecedented lifestyles, and engaging with their time through social media, these actors are reinventing a sector in search of meaning. Bearers of culture, energy, and inspiration, they embody both historical and forward-looking richness, economic and intangible value, innovation and preservation. This is why we have decided to place their know-how at the heart of the February 2025 edition and future February editions. From the fashion forums to the conference stages, craftsmanship will be celebrated from all angles, with contributions from experts, institutions, exhibitors, federations, schools, artists, and artisans. Present and future-oriented for all sectors, from diffusion to luxury, know-how stand as a major source of inspiration for rethinking the fashion of tomorrow.” — **Florence Rousson, President of the Première Vision Management Board.**

For this first edition dedicated to showcasing know-how, it will be:

- To be discovered at the **Inspiration Forum (Hall 5)**, where stories of interwoven craftsmanship related to the season (season details below) will be unveiled, and where a selection of leathers from French tanneries, dyed in the colors of the Première Vision range, will be showcased.
- The **topic of all the conferences** (16 conferences, 25 pitches).
- Focused on Fashion Tech on the second day: **11:00 AM** – Keynote by Paul Mouginot (Scientific Advisor for FHCM); **12:00 PM** – Guided tour of the Tech area; **2:00 PM** – A series of 12 pitches, each lasting 15 minutes, presented by Tech exhibitors.
- At the heart of **Maison d’Exceptions**, the space dedicated to artisanal craftsmanship.
- Brought to life through an **embroidery demonstration**.
- The origin of a **Textile Lexicon launch**, with the first chapter set to be published in early February, focusing on **Fibers** (synthetic, artificial, animal, etc.). This format catalogs and deciphers textile materials, identifying the characteristics of each fiber, from the most traditional to the most innovative. [Learn More](#)

And more broadly, **the 1,060 exhibitors** will showcase their specialties and innovations for the industry.

THE SPRING-SUMMER 26 SEASON OFFERS A REFLECTION ON OUR LIFESTYLES, HABITS, AND THE IMPACT OF THE FASHION INDUSTRY: RE-FRESH|RE-SET|RE-STORE

"This season, emerging trends highlight craftsmanship, versatility, innovation, and sustainability. There is a strong enthusiasm for lightweight, airy materials inspired by outdoor sports. Comfort is being redefined with cozy, flexible textiles, ranging from sportswear to streetwear. Sustainability takes center stage, with recycled and bio-based composite materials.” — **Desolina Suter, Fashion Director, Première Vision.**

Three themes can be explored at the Inspiration Forum:

RE-FRESH: The season delves into airy structures and textile craftsmanship, combining industrial techniques with natural solutions while addressing current climate challenges.

RE-SET: The season highlights satins adorned with virtuoso embellishments, showcasing the excellence of both industrial and artisanal know-how.

RE-STORE: The season focuses on indigo and practices of recycling and upcycling, promoting responsible industrial craftsmanship for sustainable fashion.

Mathilde Hiron, a finalist in the Accessories competition of the 38th Hyères International Festival of Fashion, Photography, and Accessories, will unveil creations made in collaboration with French tanners for the occasion.

To learn more about the Spring-Summer 26 season:

- **Two fashion forums: Inspiration Forum** (Hall 5) and **Sourcing Solutions Forum** (Hall 6). **Audioguides** will be available in French, English, Italian, Korean, Japanese, and Chinese.
- **NEW! The Accessories Index**, designed to simplify accessory sourcing.
- The **PV Color Book**, Première Vision's color range.
- Fashion Seminars. [Learn more](#)
- And finally, visit the new **"Fashion Resources"** section on the PV website.

[APPLY FOR A MEDIA ACCREDITATION](#)



A competition to celebrate know-how and creativity!

Discover **the unique creations** of a selection of **designers** exhibiting at Première Vision Paris, centered around the theme **"Reinventing Botanical Patterns."** Only fashion industry professionals are invited to vote. The winner will be revealed on February 11, 2025, at the opening of the event (on the Talks stage and online) and will receive exclusive exposure.

[JOIN THE COMPETITION VOTING](#)

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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