

**AFTER A SUCCESSFUL FEBRUARY EDITION HIGHLIGHTING KNOW-HOW,  
PREMIÈRE VISION PARIS SHIFTS FOCUS TO INNOVATION & TECHNOLOGY IN  
SEPTEMBER, CONFIRMING ITS TRANSFORMATION STRATEGY**



**SUCCESSFUL TRANSFORMATION AND REPOSITIONING IN SERVICE OF THE CREATIVE INDUSTRY**

Première Vision Paris brought together key players in the creative and responsible fashion industry for three days, from February 11 to 13, 2025, around the theme of know-how, now placed at the heart of the February editions of PV Paris. The event confirms Première Vision's major role in supporting the transformation of the sector on a global scale, regardless of market segment, from mass distribution to luxury.

In a context of profound market transformation, Première Vision Paris is returning to its historical agenda with two complementary and distinct editions: **Savoir-faire in February** and **Innovation&Tech in September**. The trade show will expand this new offering with a **forward-looking fashion space open to beauty**. Première Vision has bold new ambitions for its international events, right in the heart of the world's fashion capital.

**KEY FIGURES OF THIS EDITION**

**Nearly 30,000 international professionals from 126 countries**  
representing over **13,000 companies**, gathered in Paris

**1,100 exhibitors from around 40 countries**  
(Italy, France, Spain, Portugal, Japan, UK, Belgium, South Korea, Turkey, China...)  
showcased their latest innovations

**220 international decision-makers** took part in the **Hosted Guests** program

**1,500 business meetings** were organized through the **Matchmaking** program

**Florence Rousson, President of the Première Vision Management Board and General Manager of The Creative Pole:** *“This first year at the helm of GL events’ fashion division, recently renamed ‘The Creative Pole,’ has given me the opportunity to meet and listen to all key players in our industry—upstream and downstream, from manufacturers to federations and brands. Première Vision is deeply committed to supporting the growth objectives of global fashion businesses by offering a highly curated, selective European and international platform, while personalizing each visitor’s experience as much as possible. This edition, marked by an outstanding attendance, also welcomed numerous international delegations—Ministers, Embassy Representatives, and Professional Federations... We were also honored to host the annual plenary session of the Comité Stratégique de Filière Mode et Luxe Français (French Fashion & Luxury Industry Strategic Committee), where over a hundred industry professionals gathered to discuss the future of our sector. With this momentum, we are already preparing for the next edition and look forward to welcoming the industry from **September 16 to 18, 2025**, to explore the latest innovations.”*

**Première Vision Paris reaffirms its position as a key platform for the global development of the creative and responsible fashion industry and had the honor of welcoming:** a Portuguese delegation led by the Minister of Economy of Portugal, Pedro Reis, a delegation from the Embassy of South Korea in France, a delegation from the Embassy of Egypt in France, a delegation from the Embassy of Tunisia in France, a delegation from the Embassy of Brazil in France, a delegation from the Embassy of Indonesia in France, the European Apparel and Textile Confederation (EURATEX), the International Wool Textile Organisation (IWTO), mmode - the organization representing Quebec’s fashion industry, a delegation of renowned Indian designers and creators, the Moroccan Association of Textile and Apparel Industries (AMITH), representatives of Japan Fashion Week, etc.

## **ENHANCED BUSINESS SUPPORT**

The show continues to develop its initiatives **to support the growth challenges of all market players.**

- The **Première Vision mobile app**, a key tool for enhancing the trade show experience and fostering networking, has received major updates. It now provides full access to the exhibitor, brand, and visitor directory, introduces new features such as **instant messaging** and **an AI assistant**, and offers multiple filter options to create personalized event journeys and meetings.
- The **Hosted Guests program** facilitated the attendance of **220 international decision-makers** and the organization of **1,500 business meetings**.
- **On the conference stages, 21 Talks and 22 Pitches** provided global insights into the industry while presenting solutions to current challenges. A total of **75 speakers** explored topics related to know-how, innovation, and eco-responsibility, attracting large audiences that frequently exceeded venue capacities.
- **The fashion forums drew exceptional attendance**, offering highly inspiring moments. **The Inspiration Forum** (Hall 5) highlighted major Spring-Summer 26 trends and sustainable craftsmanship, showcasing innovative designs in leather, fabrics, and accessories. **The Sourcing Solutions Forum** (Hall 6) helped professionals identify suppliers and products for their collections, focusing on eco-innovations and low-impact materials.

**Desolina Suter, Fashion Director at Première Vision:** *“In a landscape where fashion is reinventing itself in response to economic and environmental challenges, sustainability has become an imperative. We firmly believe that know-how—whether traditional or innovative—is the key to addressing today’s challenges. It enables us to reimagine a more responsible industry, where resource preservation and circularity are at the heart of creation.”*

## THE CREATIVE POLE SUPPORTS THE ENTIRE INDUSTRY

At this edition of Première Vision Paris, Florence Rousson unveiled the name of GL events' fashion division, **The Creative Pole**, which brings together **18 events under three brands**—Première Vision, Tranoi, and Fashion Source. She also announced the launch of the **International Observatory of Creation**, a strategic analysis and forecasting tool designed to serve the entire industry by deciphering key trends and transformations in the creative sector each year.

**Florence Rousson, President of the Première Vision Management Board and General Manager of The Creative Pole:** *“The development of The Creative Pole and its international deployment further reinforce our commitment to supporting the industry's transformation. This edition of Première Vision Paris reflects the market’s positive reception of our cross-sector approach and our ability to foster synergies between all industry players, from upstream to downstream, on a global scale.”*

## THESE BRANDS TOOK PART IN THE EVENT

ADIDAS - ADLER - AGNELLE - AGNES B - AIGNER - AIGLE - ALEXANDER MCQUEEN - ALEXANDER WANG - AMERICAN EAGLE OUTFITTERS - AMI PARIS - ANJA GOCKEL - ANTEPRIMA - APC - APPLE SHOES - ARITZIA - ARKET - ARMINE TEKSTIL - ARMOR LUX ARMANI - ARMAND THIERY - ATELIER EME - ATLAS FOR MEN - AUDACIOUS – AUCHAN AZZEDINE ALAIA - BABA FASHION BALENCIAGA - BALIBARIS - BALMAIN - BARBUTI - BARBARA BUI - BEAUMANOIR BEAUMONT - BEAUMANOIR - BELLA DAHL BELLEROSE - BENETTON - BERENICE - BERLUTI - BERSHKA - BINGO BLANK - BOGGI - BODE - BOOTS - BORIS BIDJAK - BONPOINT BONTON - BOSS - BOVENDERS – BRIDALKONG BROOKS BROTHERS - BURBERRY - BY LIVY - CALZEDONIA - CAMILLE FOURNET CACHAREL - CALVIN KLEIN - CARHARTT - CAROLL - CARTIER - CELINE - CELIO - CHANEL - CHANTELE - CHEVIGNON – CHLOE CHRISTIAN DIOR CHRISTIAN LOUBOUTIN - CIRO PAONE - CLARIS VIROT - CLAUDIE PIERLOT - COMME DES GARCONS - COPERNI CORTHAY - COURREGES - CYBEX - CYRILLUS - DAMART - DE BONNE FACTURE - DE FURSAC - DECATHLON - DELVAUX DES PETITS HAUTS - DEVRED - DIANE VON FURSTENBERG - DIOR - DOLCE & GABBANA - EILEEN FISHER - EKYOG ERAM - ERIC BOMPARD ERES - ERVATEKS - EVERLANE - FILIPPA K - FENDI - FERRARI - FUSALP - GAP - GEORGE GANNI - GAS BIJOUX - GARCIA JEANS GEMO - GERARD DAREL - GIVENCHY - GOLDENPOINT - GUCCI - H&M - HACKETT LONDON - HERMES - HEIMSTONE - HESCHUNG HUGO BOSS - ICICLE - IDA GUT - IKKS - IMPERIAL - INES DE LA FRESSANGE - ISABEL MARANT - JACADI - JACQUEMUS - JENNYFER JEROME DREYFUSS - JOHN LEWIS - JOHNNY WAS - JULES - K-BOXING - KARL LAGERFELD - KERING – KENZO - LA FEE MARABOUTEE - LA HALLE - LA MAISON SIMONS - LA REDOUTE - LANCASTER - LANVIN - LACOSTE - LE BON MARCHÉ - LEMAIRE - LISE CHARMELE - LOEWE LORO PIANA - LULULEMON - LIME - LIMA - LONGCHAMP - LOUIS VUITTON - MAISON KITSUNE - MAISON MICHEL MAJERAS - MAKE MY LEMONADE - MARIMEKKO - MARINE SERRE - MARIUS - MASERATI - MAX MARA - MONOPRIX MONSOON - MORGAN - NAF NAF - NIKE - OLYMP - ON - OLYMPIQUE DE MARSEILLE - PALOMO SPAIN - PARABOOT PETIT BATEAU - PIERRE CARDIN - PORTS 1961 - PRADA - PRONOVIAS - PROMOD - PVH - RALPH LAUREN - REDSKINS REISS - RENOMA REPETTO - RIVER ISLAND - ROUJE - SAINT LAURENT - SANCTUARY CLOTHING - SANDRO - SESSUN SEZANE - SIMONE PERELE SISTERHOOD - SŒUR - SONIA RYKIEL - STELLA FOREST - STOULS - SUNCOO - SUPREME NEW YORK - TAPESTRY - TARA JARMON THE VERY GROUP - TESSILE - TOMMY HILFIGER - TORY BURCH - UNDER ARMOUR - VALENTINE GAUTHIER - VEJA - VICOMTE ARTHUR - VANESSA BRUNO - VILEBREQUIN - VIVIENNE WESTWOOD - WOOLRICH - ZARA - ZEGNA

## **ABOUT THE CREATIVE POLE, GL EVENTS' FASHION DIVISION**

With 18 trade shows and events held annually across three continents, The Creative Pole brings together the brands Première Vision, Tranoï, and Fashion Source, uniting a community of over 400,000 creators, designers, and industry professionals around their core essence: creativity. With eight offices worldwide, The Creative Pole develops a unique ecosystem of events and services designed to address the evolving challenges of the fashion market in France and internationally. Its ambition is clear: to be a global leader capable of supporting the entire creative industry in meeting both current and future challenges—from upstream to downstream, from local to global.

### **THE CREATIVE POLE'S UPCOMING EVENTS IN 2025**

**Tranoï Paris**  
6-9 march

**Tranoï Tokyo**  
18-19 march

**Fashion Source - Shenzhen**  
31 mars-2 april

**Made in France Première Vision**  
2-3 april

**Première Vision Montréal**  
22-23 april

**Denim Première Vision**  
21-22 may

**Blossom Première Vision**  
4-5 june

**Fashion Source – Shanghai**  
9-11 july

**Première Vision New York**  
15-16 july

**Tranoï Tokyo**  
3-4 september

**Première Vision Paris**  
16-18 september

**Tranoï Paris**  
2-5 october

**Denim Première Vision**  
26-27 november

**Blossom Première Vision**  
10-11 décembre

**Fashion Source – Shenzhen**  
Autumn 2025

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