



PREMIÈREVISION PARIS

The markets applaud innovation

Digitalization, eco-responsibility, technical and high-performance developments, transversal know-hows ... Première Vision Paris put innovation at the heart of its latest edition, which took place from 19 to 21 September, 2018. An edition dedicated to the autumn winter 2019-20 collections marked by new developments to help guide professionals facing the industry's new challenges.

The successful launch of the Première Vision Marketplace was highly anticipated by the entire industry. A pioneer for the sector, this new, unprecedented B2B platform, which stands as a complement to the trade shows, accompanies exhibiting companies and brands throughout the year. The already-referenced offer of mills will be rounded out by a leather offer in February 2019, followed by components in September 2019.

Developed across 1,000 m² and praised for the unique character of its complete scope of materials, finished products, services and conferences, the Smart Square, dedicated to eco-friendly production and creation, addresses the industry's future challenges, and is now the meeting point of a creative and reasoned fashion sector. With a successful launch, the new Sport & Tech resource, dedicated to exhibitors' sport and technical offer, enjoyed three busy days. A new forum, a fashion decoding, conferences ... Its goal? To assist ready-to-wear brands searching for innovations to develop high-performance fashion items.

The various initiatives put in place to enrich the manufacturing sourcing offer: The Sourcing Connection

is now established at the show as the complementary rendezvous for pre-audited far-off sourcing solutions. The new area dedicated to leather fabrication, leather manufacturing, met its target of specialised buyers, while the Country Focus, organised around Portuguese know-how, made great headway.

Lastly, the fair showcased the creativity of today and tomorrow through an ensemble of federating experiences and events: The celebration of the 10th anniversary of the PV Awards, an exhibit of designs from Botter, Winner of the Grand Prix du Jury Première Vision at the 2018 Hyères Festival; the TexSelect® competition; the Ritmoemotivo, Anything Works exhibit and more. A spectacular session in terms of offer - a new record with 2,005 exhibitors - and structuring innovations for the industry, which was a great success with its 55,497 visitors, 73 per cent international, including managers, designers and fashion brands.





Quality international visitors

This very fine edition welcomed 55,497 visitors from 124 countries – an attendance at the same level as that of September 2016, but down 8.3 per cent versus September 2017, which had experienced exceptional growth in terms of visitor ship. The overlap of Yom Kippur with *Première Vision Paris*, due to which the dates of the show were shifted, particularly impacted attendance. This edition is also indicative of the evolution of brands' behaviour at trade shows: Sending tighter and directly operational teams, with shorter visit times, and the impact of an uncertain economy: Slowing consumption in Europe, uncertainties related to BREXIT, monetary crisis in Turkey, and global growth weakened by the US economic policy.

A premium, above all international, visitorship, but varied too. This is true in terms of company size – ranging from independent designers to small and mid-sized businesses to international groups - to positioning: Luxury houses, mid and high-end fashion brands and accessories, mass-market chains - or market - clothing, leather goods, footwear, fashion jewellery.....

Top 10 visiting countries were France: 15,160, Italy: 5,962, United Kingdom: 4,118, China: 3,101, Spain: 3,021, Turkey: 2,528, Germany: 1,941, USA: 1,918, Japan: 1,610, Belgium: 1,397. The visitors of *Première Vision Paris* are mostly from Europe (72 per cent of visitorship). France is in the lead with 15,160 visitors. In second place, Italy had 5,962 visitors (11 per cent of attendance), followed by the United Kingdom with 4,118 visitors (7 per cent of attendance). This trio is followed by Spain (3,021 visitors), Germany with 1,941 visitors (3.5 per cent of visitorship), Belgium, the Netherlands and Portugal. Note also the presence of Northern European countries, led by Sweden (602 visitors) and Denmark (459 visitors). Countries which are today essential to the creative fashion scene.

14 per cent of professionals come from Asia. With 3,101 visitors, China, whose creative fashion market continues to grow, is at the top of the Asian countries present, and followed by Japan, a major purchaser of fashion and creative textiles, which totaled 1,610 visitors. Finally, the show welcomed 1,029 buyers from South Korea, a true market of opportunity for innovative and creative fashion. With 2,269 visitors, North America registered a slight decline. This is a direct consequence of structural and economic changes in the United States, which accounted for



1,918 visitors this session. As the 6th largest visitor country, Turkey experienced a dip in attendance. With 2,528 visitors (5 per cent of total visitors), this key country in the sector nevertheless saw a drop in attendance directly related to its monetary and economic problems.

10th PV Awards prizes for 2018 go to...

The whole fashion industry -weavers, tanners, designers, buyers..., as well as international journalists, got together at the Forum PV Perspectives. They were all eager to discover the winners of the 8 prizes of the 10th PV Awards, and to celebrate textile and leather excellence. This exceptional ceremony celebrated the 10-year anniversary of the awards created in 2008 to highlight the most creative and innovative work of companies exhibiting at *Première Vision Paris* from the leather and fabric industries. To select the products to be awarded, influential personalities from the international fashion scene responded to *Première Vision's* invitation. An exceptional jury which welcomed an exceptional President and materials expert: The talented Belgian designer Olivier Theyskens who, after having successfully shaped the destinies of Rochas, Nina Ricci and Theory, has made his re-entry on the Paris stage with his own eponymous label in 2016.

To celebrate creativity, a retrospective look at 10 seasons of the PV Awards had also been organised to showcase the changing fashion landscape through the creative innovations of the winners over the past decade. 5 core areas deliver to visitors a complete picture of what responsible innovation and Smart Creation represent today:

The 4 prizes for *Première Vision Fabrics*

The PV Fabrics Grand Jury Prize 2018 goes to Marini Industries (Italy): For the most outstanding, symbolic and pertinent fabric of the season. The PV Fabrics Handle Prize 2018 goes to Texlover (Italy): For the fabric allying the most astonishing tactile and behavioural qualities, the fabric that touches the emotions. The PV Fabrics Imagination Prize 2018 goes to Stylem – Zen Kiwami (Japan): For the boldest, most original, most amazing fabric in terms of decoration, technique, finishing, innovation or technology. The PV Fabrics Fashion Smart Creation Prize 2018 goes to Toray Industrie (Japan): For the most creative responsible fabric. During an emotional and moving ceremony, Olivier Theyskens handed out the trophies, created by artist Miguel Chevalier, a pioneer in digital and virtual art, to the winners.



knitwear^{PV} solutions

The area dedicated to flatbed knits

Since its creation in September 2012, Knitwear Solutions has been bringing together an international selection of knitters and machine manufacturers.

Knits, a healthy market

From catwalks to sidewalks, knitwear is particularly in tune with the fashion zeitgeist, representing some 20-40 per cent of the offer at ready-to-wear brands. More strategic than ever, Knitwear Solutions provided concrete solutions to designers, product heads and buyers specialised in flatbed knits, rounding out the textile offer at Première Vision Fabrics.

Knitwear Solutions: a global response, a creative offer

Located right at the heart of the Première Vision Fabrics show, the Knitwear Solutions area was dedicated to the development of knitwear collections. In all, some 30 knitters presented their know-how and creative collections to the various players in the knit community. An offer reinforced by the knit studios showcased at Première Vision Designs (Hall 5). The offer is adapted to all markets, in a rich variety of materials (natural, organic, recycled, etc.) and styles (fancy knits, refined finishing and jacquards...).

Destination for those looking for inspiration

Colours, a selection of yarns, new ideas...creative flatbed knits and spinning developments were illustrated in a shared space: The Yarns & Knitwear Forum Selection. Exclusive knitwear items and panels of creative flatbed knit stitch points were presented. Optimal synergy with the Première Vision Yarns show reinforced by the proximity of the two events.





Visitors, an international target

The Knitwear Solutions exhibitors welcomed high-quality visitors, comprised of product managers, buyers and designers. Top country (Visitors) included France, Italy, United Kingdom, Spain, China, Turkey, Germany, United States, Japan, Belgium. The visiting brands included, Balenciaga, Givenchy, Louis Vuitton, Calvin Klein, Marc Jacobs, Polo Ralph Lauren, Gustavo Lins, Cacharel, Tara Jarmon, Lacoste, G Star, Nike, Maje, Gérard Darel, Comptoir Des Cotonier, Inditex (Zara), Victoria's Secret, Eric Bompard, Geoffrey Beene, H&M, Jaeger, Jean Bourget, Les Petites, Mexx, Morgan, Sud Express, Abercrombie & Fitch, Agnès B., Carhartt, Custo Barcelona, Del Pozo, Loewe, Mango, Roberto Verino, Alexander Wang, Helmut Lang, Michael Kors, Urban Outfitters, Paule Ka, A.P.C., Antik Batik, Anne-Valérie Hash, Chanel Studio, Dior Homme, Christian Lacroix, Bensimon, Joseph, Karl Lagerfeld, Kenzo, Manoush, Michel Klein, Petit Bateau, Repetto, Saint-James, Vanessa Bruno, Sonia Rykiel, The Kooples, Ungaro, Zadig & Voltaire, Bottega Veneta, Paul & Shark, Giambattista Valli, Il Gufo, Zegna, Loro Piana, Luisa Spagnoli, Moschino, Max Mara, Robertocavalli, Stefanel, Tommy Hilfiger, Viktor & Rolf, Alexander McQueen, Victoria Beckham, Matthew Williamson, H&M, Target, Trussardi, Gucci, Guess, Diesel, Debenhams, Burberry, Prada, Monoprix, Azzaro, John Galiano, Chacok, VF Europe,...

