

PREMIÈRE VISION PARIS
PARIS NORD VILLEPINTE

PREMIÈREVISION
CLOUD
MANUFACTURING
KNITWEAR
OF FASHION

11 - 13 FEB. 2020
15 - 17 SEPT. 2020



PREMIÈREVISION®
THE WORLD OF FASHION

colours

The Spring Summer 19 range tells tender stories, true stories, downright funny or darkly serious stories. The range lives and breathes in the space between its colourful phrases, modulates the intensity of its variations and punctuates its four harmonies with a frank openness.

With intensity and freshness. Between nature and artifice. From dry to liquid. Colour in the blackness.

La gamme du printemps été 19 raconte des histoires tendres, des histoires vraies, des histoires clairement amusantes ou sombrement sérieuses. Elle respire entre ses phrases colorées, module l'intensité de ses variations et ponctue ses quatre harmonies en toute franchise.

Avec intensité et fraîcheur. Entre nature et artifice. Du sec au liquide. la couleur dans la noirceur.

Full of Première Vision's fashion information for season in the colour range document available at a sales point.
 Pour plus d'informations du document mode saison de Première Vision dans le document gamme couleurs, voir un point de vente.

YARNS / FABRICS / LEATHER / DESIGNS / ACCESSORIES / MANUFACTURING

- 1 neon kumquat / neon kumquat
- 2 peony heart / cœur de pivoine
- 3 yellow leaf / feuille jaune
- 4 baby chick / pouce électronique
- 5 blue poppy / papaver bleu
- 6 water flower / fleur d'eau
- 7 peony bloom / cœur de pivoine
- 8 subtle gum / gomme délicate
- 9 spider shell / coquille d'araignée
- 10 gear slice / coupe de pignon
- 11 sage flour / farine de sauge
- 12 green ray / rayon vert
- 13 solar honey / miel solaire
- 14 mouse tail / queue de souris
- 15 marbled milk / lait marbré
- 16 pickled carrot / carottes marinées
- 17 plant seed / semence végétale
- 18 blue shark / requin bleu
- 19 blonde tobacco / tabac blond
- 20 candied sugar / sucre caramélisé

CLOUD OF FASHION
PREMIÈREVISION
 PARIS

**The global event
 for fashion
 professionals**

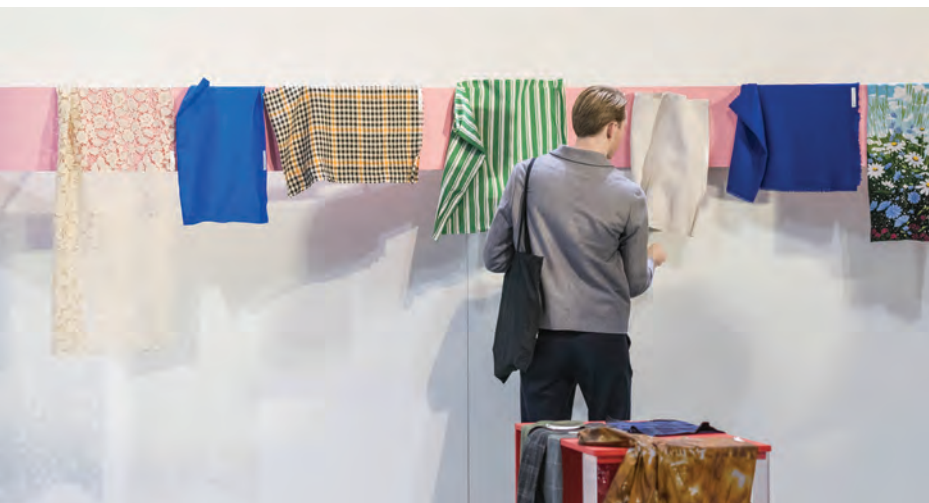
Première Vision Paris

A live meeting of experts unveiling the market of tomorrow

Première Vision Paris, a highly organised, effective structure.

Première Vision Paris is a structure bringing together all fashion players, providing support to each of its exhibitors.

It features flexible tools, expert solutions and tailor-made services at its live event: a platform that reveals and stimulates the market at the same time.



2 events per year

In February and September, corresponding to buying periods.

A transversal offer of 6 combined universes

Yarns and fibres | fabrics | leathers | textile designs | accessories and components | fashion manufacturing.

2000 exhibitors

From more than 57 countries, selected by specialized committees, showcase their new collections and their most exclusive know-hows in fully equipped, modular stands, adapted to the specific needs of each.

Over 55,000 industry professionals

Coming together for 3 days in Paris.

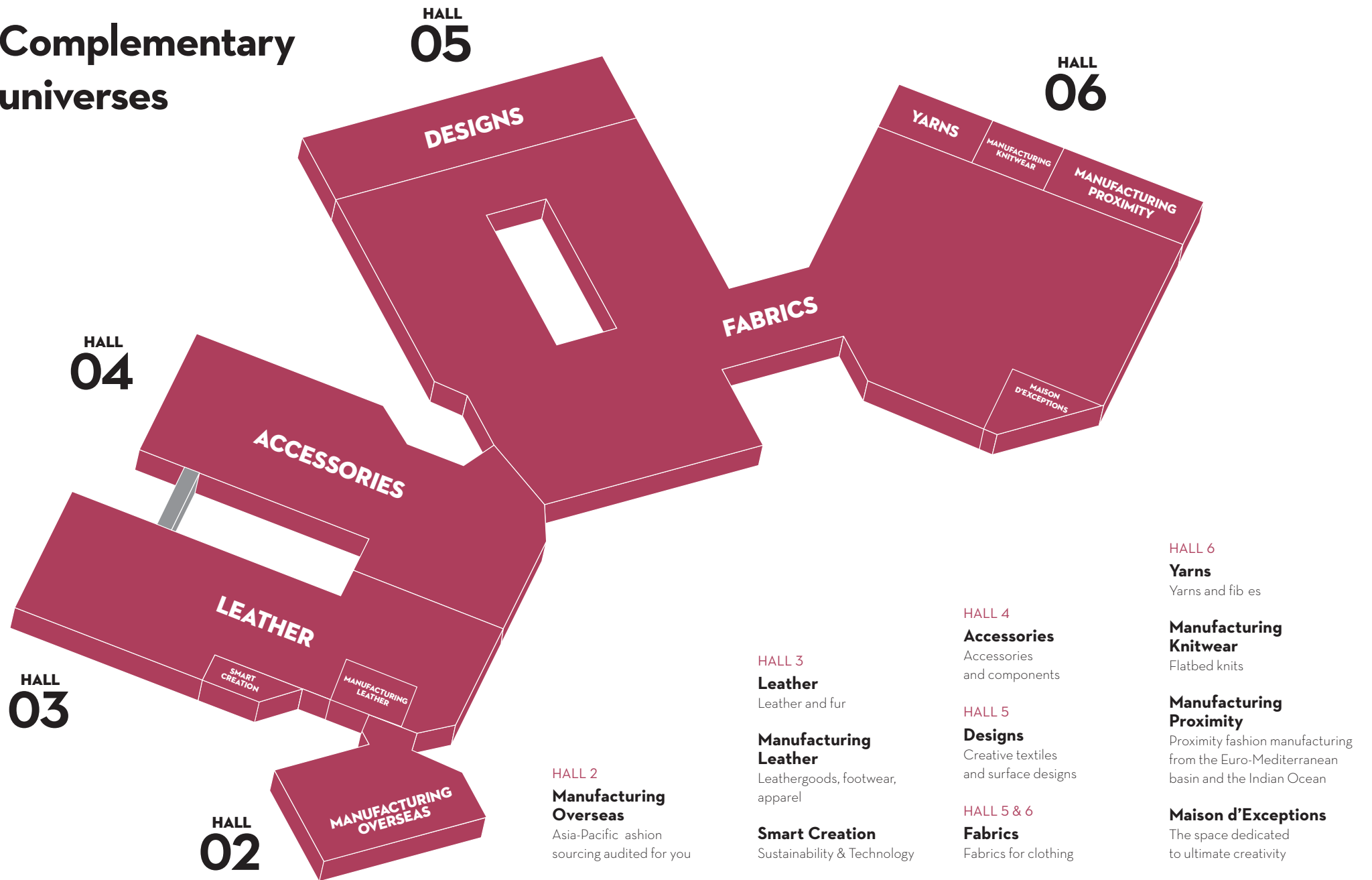
13 fashion areas

The season's key directions broken down by product offer, markets and specialties, through a selection of samples providing an accurate reflection of the market.

Focus

Highlighting the cutting-edge markets: responsible creation, fashion tech, exceptional know-how.

Complementary universes



HALL 2
Manufacturing Overseas
Asia-Pacific fashion sourcing audited for you

HALL 3
Leather
Leather and fur

Manufacturing Leather
Leathergoods, footwear, apparel

Smart Creation
Sustainability & Technology

HALL 4
Accessories
Accessories and components

HALL 5
Designs
Creative textiles and surface designs

HALL 5 & 6
Fabrics
Fabrics for clothing

HALL 6
Yarns
Yarns and fibres

Manufacturing Knitwear
Flatbed knits

Manufacturing Proximity
Proximity fashion manufacturing from the Euro-Mediterranean basin and the Indian Ocean

Maison d'Exceptions
The space dedicated to ultimate creativity

Loyal targeted visitors

More than 55 000 fashion professionals.

An increasingly international visitorship >73%, characterised above all by its high quality and diversity:

- **markets:** ready-to-wear, leathersgoods, fashion jewellery, footwear...
- **size:** independent designers, international groups, small and mid-sized companies...
- **positioning:** luxury houses, medium and high-end fashion and accessories brands, major retail chains...



Coming from 125 countries

1. France
2. Italy
3. United-Kingdom
4. Spain
5. Turkey
6. Germany
7. China
8. Japan
9. USA
10. Belgium
11. The Netherlands
12. Portugal
13. Korea
14. India
15. Switzerland

Première Vision Paris brings together the leading players in the fashion sector

Belgium

BELLEROSE, BLUESTORES, CAROLINE, CASSIS, DUROR, JEAN PAUL KNOTT, MAISON ULLENS, MAYERLINE, PAPRIKA, DRIES VAN NOTEN, VF EUROPE

France

AGNES B, ANAKI, ANNABEL WINSHIP, ARCHE, AVRIL GAU, BALENCIAGA, BARBARA BUI, BENSIMON, BEXLEY, BEYNAT & JANNIAUX, BLEU DE CHAUFFE, BOINET, BONASTRE, BONPOINT, CARTIER, CELINE, CHANEL, CHLOE, CHRISTIAN DIOR COUTURE, CLAUDIE PIERLOT, COLLAERT LAIGLON, COMPTOIR DES COTONNIERS, FREELANCE, GIVENCHY, HERMES, JEROME DREYFUSS, JM WESTON, KARL LAGERFELD, LANCASTER, LANVIN, LEONARD FASHION, LONGCHAMP, LOUBOUTIN, LOUIS VUITTON, MAJE, MONTBLANC, PAUL AND JOE, REPETTO, ROBERT CLERGERIE, ROGER VIVIER, SANDRO, SARENZA, SEZANE, THE KOOPLES, VANESSA BRUNO, SONIA RYKIEL, YVES SAINT LAURENT, ZADIG ET VOLTAIRE, ZAPA

Germany

ADIDAS, C&A, CLOSED, ESPRIT, HUGO BOSS, PUMA, TOM TAILOR

Italy

A. TESTONI, ALVIERO MARTINI, BERLUTI, BRUNELLO CUCINELLI, BOTTEGA VENETA, BULGARI ACCESSORI, CALZEDONIA, DIESEL, DSQUARED2, ERMENEGILDO ZEGNA, ETRO, FENDI, FRATELLI ROSSETTI, FURLA, GIANNI VERSACE, GIORGIO ARMANI, GOLDEN GOOSE, GUCCI, LORO PIANA, MANUFACTURE DE SOULIERS, MARNI GROUP, MAX MARA, MONCLER, ONWARD LUXURY GROUP, JIL SANDER DIVISION, PINKO, PRADA, TOD'S, UNITED COLORS OF BENETTON, VALENTINO

Japan

ANTICIPATION, ARAMIS, BEATING HEART, BEATITUDO, BOY'S, CUBISM, DAIICHI ORIMONO, DIX SEPT, GAKUYA, HIROKI OSUKA, LILIAN, MARIHA INTERNATIONAL, MATSUYA, MINAKI, ONWARD KASHIYAMA, RENOWN, TAKISADA NAGOYA, TANGERINE8, TOYOSHIMA, UNITED ARROWS, YAMAKI, YUZAWAYA SHOJI

United-Kingdom

AMANDA WAKELEY, ASOS, BECKHAM VENTURES, BURBERRY, CHRISTOPHER KANE, HARRYS OF LONDON, J.W. ANDERSON, KURT GEIGER, L K BENNETT, LULU GUINNESS, MANOLO BLAHNIK, MARKS AND SPENCER, ALEXANDER MCQUEEN, MULBERRY, NICHOLAS KIRKWOOD, PAUL SMITH, PRINGLE OF SCOTLAND, STELLA MCCARTNEY, TIMBERLAND, VIVIENNE WESTWOOD

USA

3.1 PHILLIP LIM, ABERCROMBIE & FITCH, ALEXANDER WANG CAROLINA HERRERA, CALVIN KLEIN, COACH, CONVERSE, CROCS, DEREK LAM INTERNATIONAL, DIANE VON FURSTENBERG, J CREW, MARC JACOBS, MICHAEL KORS, PROENZA SCHOULER, RALPH LAUREN, REEBOK, SAMSONITE, STUART WEITZMAN, TOM FORD, VICTORIA'S SECRET, WOLVERINE

Sweden

ACNE STUDIOS, H & M

Switzerland

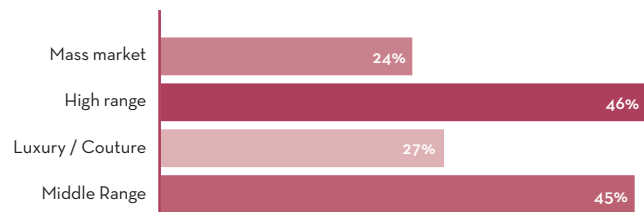
PHILLIP PLEIN, RICHEMONT

Spain

CASTANER, DESIGUAL, ADOLFO DOMINGUEZ, ALDO MARTIN, BIMBA Y LOLA, CORTEFIEL, EL CORTE INGLES, ESTEVE AGUILAR, GRUPO CORTEFIEL, GRUPO INDITEX, LOEWE, MANGO, PEDRO DEL HIERRO, SPRINGFIELD, TEMPE

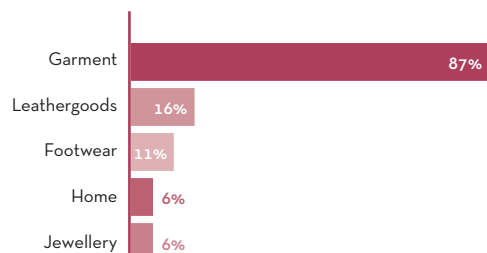
Visitors' profile

Positioning



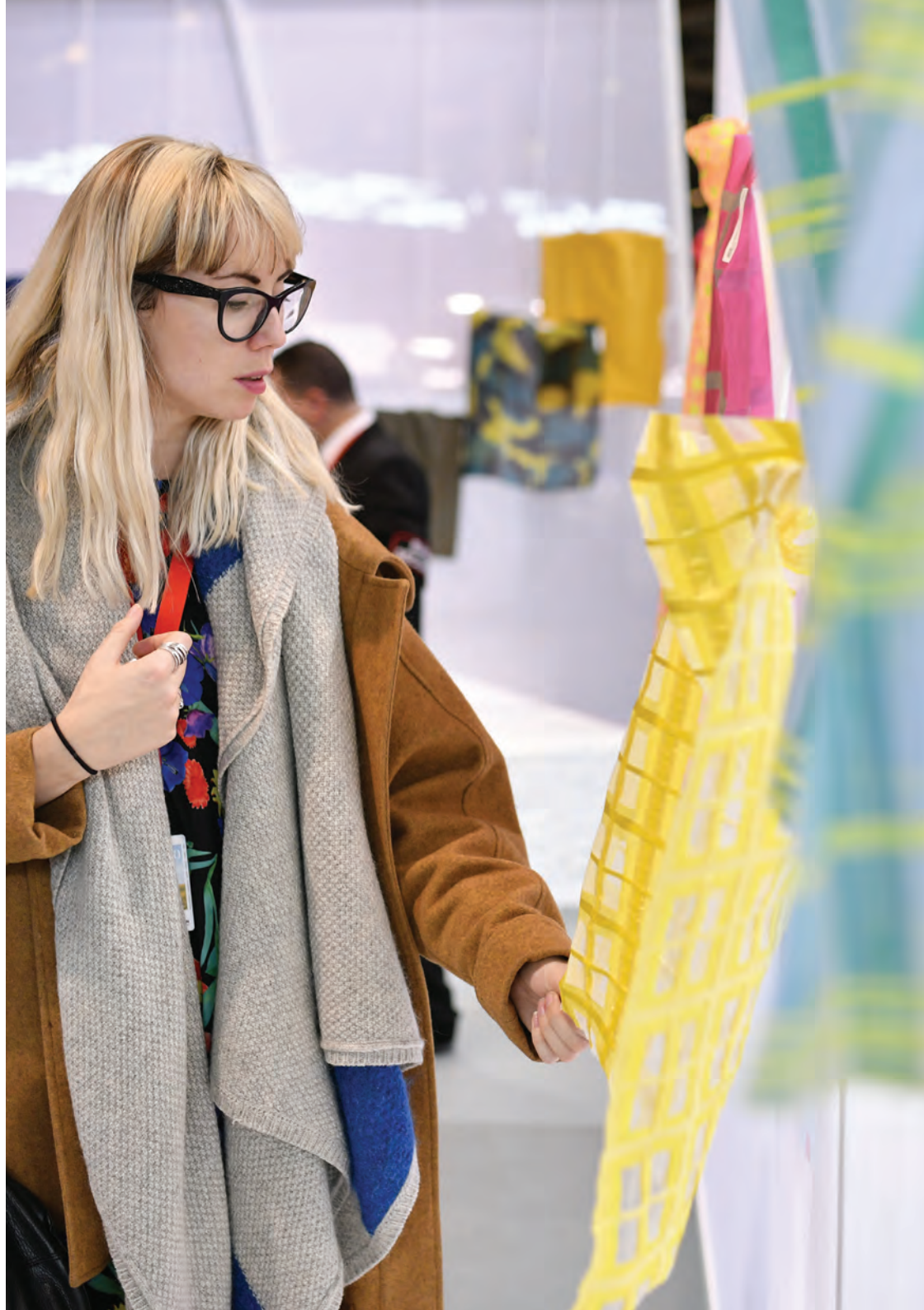
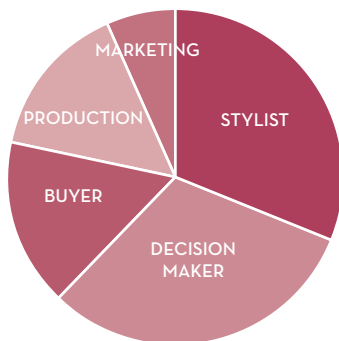
* Multiple answers

Activity sectors



* Multiple answers

Profile



Exclusive fashion information and tools

A keen observer of trends for over 40 years, Première Vision has established itself as both a player and precursor of the fashion scene it decodes, anticipates and deciphers before everyone else.

The brand has become the exclusive rendez vous of all those seeking to understand the newest discoveries, in order to grow, be stimulated and meet the challenges of tomorrow.

The Première Vision colour range

It brings together the key seasonal information for all activity sectors: RTW, leather goods, shoes and components for fashion jewellery.

Online fashion information

Before, during and after the show, Première Vision Paris invites you to dive into the seasons in the Fashion section on the website premierevision.com.

Trend Tasting Seminars

A complete offer of seminars, for a unique understanding of the season. Season Trend Tasting, Colour Trend Tasting, Leather Trend Tasting.

13 fashion areas

The season's key directions broken down by product offer, markets and specialties, through a selection of samples providing an accurate reflection of the market.



Attractive and targeted events

Each session, Première Vision Paris proposes a full program of special events for a full immersion in the heart of fashion, creativity and inspiration.

Chair IFM

On 1 January 2019, Première Vision renewed its support for the "Economy of creative materials for fashion" chair at the Institut Français de la Mode, for a period of 3 years. This new period will notably focus on the challenges of responsible fashion.

New Textile Designs Contest

From September 2020, Première Vision Designs will be organising an international competition to reveal young talent from the best fashion schools specialised in textile design. Through this initiative, and in the continuity of Texselect, Première Vision is seeking to give new designers visibility and ongoing support in the period between their university years and the launch of their professional career.

PV Awards

At every September edition, the PV Awards honour the most outstanding, inventive and innovative fabrics and leathers selected from those exhibited at Première Vision Fabrics and Première Vision Leather.

International Festival of Fashion, Photography and Fashion accessories

Première Vision Paris has been a partner of the International Festival of Fashion, Photography and Fashion accessories at Hyères since 2011. In February, the 10 finalists are invited to Première Vision Paris, where they are given a special welcome by exhibitors. In September, an exhibit will present the collection of the winner of the Grand Jury Prize Première Vision.

And also

At each session, a brand-new programme of exclusive conferences, exhibitions, collaborations and events.

Smart Creation: Sustainability & Technology

The textile industry is undergoing a transformation and its actors are inventing new ways to create and think about fashion.

In this context, Première Vision has decided to shine the spotlight on innovation.

From February 2020, the two sections dedicated to this subject, namely the Wearable Lab and Smart Creation - which appear respectively during the February and September editions - will combine to create a single and unique area known as **Smart Creation**.

This area will be present at every edition of Première Vision Paris.

In this way, Smart Creation can showcase the two challenges of Innovation: Responsibility and Technology.



The Smart Creation offer

Sustainable Materials

Companies selected from around the world that offer eco-designed materials or new generations of fibres or technical solutions (dyeing processes, chemical solutions).

Wearable Materials

Fashion Tech companies and start-ups at the cutting-edge of the market: materials, accessories, connected garments, innovative technologies.

Smart Services

A select group of companies specialised in services for the entire supply chain, offering new solutions where responsibility and technology are the key values and a competitive advantage.

Up in the air

Young companies, the innovations of tomorrow. Start-ups that are less than 3 years old - in the launch and development phase - with products and solutions that have not yet been commercialised.

Smart Library

A selection of exhibitors showcased for their global eco-responsible approach or committed to the Fashion Tech environment. A concrete and immediate focus on the major developments in innovation.

Smart Exhibition

An invitation to discover another approach to innovation. Inspiring and creative, the Smart Creation exhibition invites visitors to take the time to discover the new trends and get a glimpse of creators' imaginations.

Smart Talks

Leaders from the fashion industry and experts in innovation, sustainable development and Fashion Tech will share their knowledge, their culture, their innovation and their expertise. A variety of formats from the pitch to the round table will give a clear understanding of the issues around innovation.

The Marketplace Première Vision, a digital showcase

A new way of selling and sourcing
for the entire industry

The advantages of Marketplace Première Vision

- Get the Première Vision experience all year round; your products are available 365 days per year for a qualified traffic of buyers and designers from the fashion industry.
- Optimised visibility and a sales accelerator: more than 5 000 visitors, 300 products ordered, 200 requests for quotes.
- Try out Online Sourcing: interact directly with a number of buyers, receive and manage their requests for samples and quotes in a single tool
- Our magazine looks at the trends and our reports showcase your collections.
- A dedicated customer service department to create your boutique and get your products online.

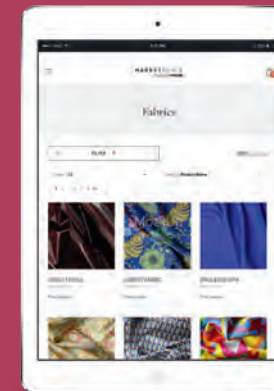
They already use marketplace.premierevision.com

Asos, Balenciaga, Burberry, Calvin Klein, Carhartt, Christian Lacroix, Guerlain, Giorgio Armani, H&M, Hermès, Hugo Boss, Kenzo, Louis Vuitton, Lacoste, Maje, Timberland

Take five minutes to increase your visibility online. Benefit from a free photo shoot to capture your products in high definition

A standard Marketplace account is included in your Première Vision exhibitor registration fee. The account allows you to create a boutique on the Première Vision Marketplace and to upload 6 products online each new season.

**Gradual integration of the sectors. To date, only the following are present in the Marketplace Première Vision: Fabrics, Leather and Accessories.*



What our customers say

« With product photos and advanced search tools (product category, price range), placing an order on Première Vision Marketplace is easy and user friendly. »

Isaline FRULEUX
MAJE - Materials Sourcing and Supplies



What our suppliers say

« The Première Vision Marketplace is well designed and easy to navigate. Photos are clear and high resolution which helps to make clear exactly what fabrics you are ordering. The customer service is excellent. It offers valuable access to knowledge about new fabric vendors and products. I have already recommended it to other divisions in our company »

Jessica FISHER
URBAN OUTFITTERS - Senior Designer

« Première Vision Marketplace reaches a vast number of contacts around the world, meaning that we receive requests for samples from both Europe and Asia. The added value of this service for our company is that we reach a considerable number of big and small companies that are unable to attend our fashion shows. I highly recommend this tool for building business relationships and closer ties with customers, and for promoting products and expertise. »

Najib CHTATA
FCN TEXTILES - Creative and Marketing Director

marketplace.premierevision.com



PREMIÈREvision
MANUFACTURING
KNITWEAR

Flatbed knits

Exhibitors

A global response, a creative offer

All Première Vision Manufacturing Knitwear exhibitors must meet requirements in terms of quality, creativity, technical skills, performance and reputation. An independent Selection Committee reviews those criteria and decides the admission of new exhibitors.

This requirement guarantees the exceptional offer we propose to international buyers, and it is the key behind our success and our reputation with fashion industry professionals.

A platform that brings together the entire flatbed knit sector

Located right at the heart of the Première Vision Fabrics show in the north of hall 6, Manufacturing Knitwear is dedicated to the development of knitwear collections. In all, some 45 knitters present their know-how and creative collections to the various players in the knit community.

An offer reinforced by the knit studios showcasing 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 finishings and jacquards...).



Fashion presentation, tools and forums

To inspire you and to showcase your products at the show

Invitation to the presentation of the fashion season in your country

for a preview 3 months before the show detailing trends, accessory, fabric and design directions, the colour range, news about the show, etc.

If you are unable to attend these events, or wish to share the information with your teams, you will find all the information retransmitted on our Première Vision fashion webcast.

*Countries concerned: France, Spain, Italy, UK, Japan, South Korea, Turkey, Portugal.

Fashion tools to help you to build your collection

Colour range, Focalisation, webcast.

A fashion information forum

To provide additional visibility to your products at the show.



Services and dedicated promotional tools

Optimise your participation in the show

Included in your participation

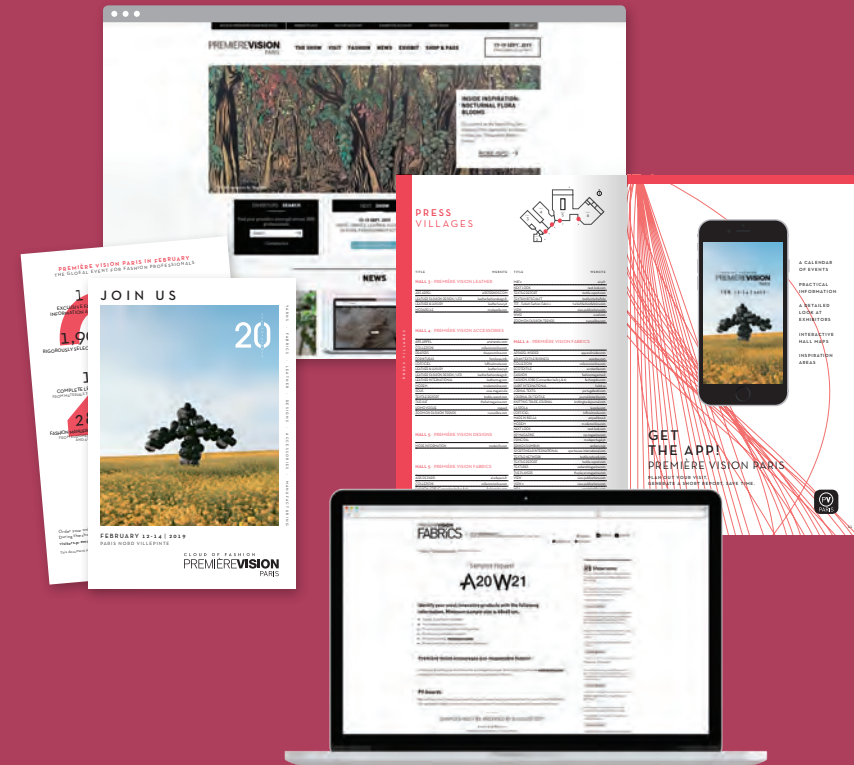
- **Personalised web banners and e-card**
To be included in the signature of your email and sent to your clients and prospects.
- **Map guide, E-catalogue and Mobile App**
Your company is referenced in the various lists of these tools.
- **Press club**
Drop off your press kits at the Press Club, which welcomes more than 400 journalists during the 3 days of the show.

In addition

- **Media kit**
Choose from the various advertising options available with our different channels (Map guide, Notebook, site web, maps...). For extra visibility before and during the show.

Première Vision Paris promotion

- **Site web**
More than 2.7 million page views per season, more than 644,000 visits from 198 countries.
- **Social networks**
Over 125,000 followers across all social media platforms and networks.
- **Advertising and direct marketing**
Advertising campaigns in the international trade press, e-mailing operations to Première Vision Paris visitors.
- **A network of 11 international offices**
Real local marketing and promotional support to understand and anticipate market expectations.



Your exhibitors area

One interface to manage your participation from A to Z: registration, preparation of your stand, sample requests, badges, news...
An extranet to facilitate everything you have to do.



PREMIÈREVISION
PARIS

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