

PRESS EVENTS AT THE FEBRUARY 2018 SHOWS!

13-15 FEBRUARY 2018 | 9 AM - 6:30 PM



Stop by and meet us
in the Press Club
of the Première Vision Paris
shows (Mezzanine of Hall 6).

Our team will be
pleased to welcome
and guide you.

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PRESS CONFERENCE

Keys to organising your visit and staying informed about all the news at the shows.

> Presented by Gilles Lasbordes, General Manager of Première Vision.

Tuesday 13 Feb. - 11 am | Press Club – Mezzanine of Hall 6

Reminder: The press release containing show results will be sent out Wednesday 21 February.

SPRING SUMMER 2019 PV FASHION SEMINARS & TREND TASTINGS

SEASON TREND TASTING

This seminar will present the season's influences, the major transversal currents and the various complementarities existing between fabrics, leathers, patterns and accessories.

**Daily at 11 am
Hall 5 | Room 501**

COLOUR & FABRICS TREND TASTING

An essential tool for a full understanding of the color range and the indispensable fabrics for the spring summer 19 season.

**Daily at 12:30 pm
Hall 5 | Room 501**

> The TREND TASTINGS fashion seminars are presented by the Première Vision fashion team and are in both French/English. Attention: space is limited, please register in advance at the Press Club

LEATHER FASHION BREAKFAST

This seminar presents the trend concept for Spring Summer 19, as well as the season's key colours, products and materials for the leather and fur markets.

**Daily at 10.30 am
Première Vision Leather | Hall 3
conference area | Free access.**

> Available in French/ English/ Italian and presented by Claude Vuillermet, Fashion Director of the show

DENIM PREMIÈRE VISION SEMINAR

Discover the S/S19 Denim Fashion Trends along with information about next Denim Première Vision show (23-24 May at Parc Floral de Paris).

**Wednesday 14 Feb. | 4.30 pm
Hall 5 | Room 501
Free access.**

SPRING SUMMER 19 INSPIRATIONAL FILMS

THE SPRING SUMMER 19 SEASONAL FILM

A film inviting viewers and visitors to dive into the Spring Summer 19 season, overturning viewing angles to free the imagination.

The S/S 19 PV PERSPECTIVES Forum | Hall 5

PREMIERE VISION LEATHER

An exploration in images of all the creative leather and fur inspirations and directions for the Spring Summer 19 season.

LEATHER SELECTION Forum | Hall 3

SPECIAL SPACES, EVENTS AND EXHIBITIONS

WEARABLE LAB

Hall 6

Explore the Wearable Lab, a village entirely dedicated to Fashion Tech, structured around 4 areas: R&D, materials and components/start-up, an inspiring exhibition featuring the designs of Clara Daguin and a specific program of conferences, with the moderator Vincent Edin.

• THE CLARA DAGUIN EXHIBITION: REVEAL THE INVISIBLE

Since 2015, Clara Daguin has developed a body of work at the intersection of two languages—fashion and innovation. Thought of as an immersion in the creative process of the artist, this exhibition tries to show what is often hidden, namely the path traveled between the first idea and the final creation.

> curator: AnneSophie Berard
set designer: Marion Thelma

• THE PROGRAM OF PITCHES AND ROUND TABLES

Tuesday 13 February

11 am: Exhibitors' pitches

> Lunative Lab, De Rigueur, Genius Objects, Euveka, Gemetiq, Verisium, Teijin Frontier, Visage Project, City Bright

2:30 pm: The New Visionaries by Bradly Dunn Klerks, Senior Innovation Expert for the Arts and Technology.

3:30 pm: Round Table

Imaginative designs and creation in Fashion Tech

> Pascal Morand (executive president of The Fédération de la Haute Couture et de la Mode), Clara Daguin, Bradly Dunn Klerks

Wednesday 14 February

11 am: Exhibitors' pitches

> 37,5 Cocona, Kyorene Graphene & Fiber, Lectra, CETI, IFTH, Techtera, Up-TEX

2:30 pm: A prospective view of Fashion Tech trends by Muchaneta Kapfunde, Editor-in-chief of the website *Fashnerd.com*

3:30 pm: Round Table

Emerging technologies and fashion evolutions

> Kirsty Emery (*Unmade*), Muchaneta Kapfunde (*Fashnerd*), Philippe Ribera (*Lectra*).

5 pm: Virtual Reality Experience by Arzu Kaprol

Arzu Kaprol's virtual reality performance reminds us that all beings co-exist dependent on each other in cosmic dimension.

> Music: Mercan Dede / Concept design & production: Ouchhh and Fikirbazzenger

Thursday 15 February

10:30 am: The Future is wearable by Bradley Quinn

Consultant and Creative Director, EIRL Bradley Quinn

11:30 am: Round Table

Economic and strategic zones in Fashion Tech

> Camille Benech (*Google, Global Brand Lead for Luxury and Beauty in France*), Bradley Quinn (*Consultant & Creative Director*), Anne Raoult Duval (*BPI France, Assistant Director of Investments of the Creative Industries Cluster*).

2 pm: Round Table

Developing connectivity in smart materials

> Florence Bost, Caroline Krug (*Tanneries Pechdo*)

MAISON D'EXCEPTIONS

Hall 3

Outstanding craftsmen, rare know-hows and spectacular creations, all in a space dedicated to ultra-creativity.

DESIGNS LOVES SUMMER

HONOURING TEXTILE CREATION

An immersive installation to explore the many facets of textile design for S/S 19. Also come and relax in the playground and customize your Summer in the "Pimp my flip-flops" area (11 am-5 pm).

Première Vision Designs | Hall 5 North

PREVIEW OF THE MARTIN MARGIELA

RETROSPECTIVE AT THE PALAIS GALLIERA

Hall 6

A premiere of the retrospective dedicated to the mysterious creator, to be held at the Musée de la Mode de Paris starting next March, exclusively at the show, with a special installation of original clothing items recounting Margiela's special relationship with the textile industry.

> Set designer: Ania Marchenko

Inauguration Cocktail

Tuesday 13 Feb. at 12 pm

THE DR. MARTENS REVISITED

BY EUGENE RICONNEAUS EXHIBIT

Hall 4

French designer Eugène Riconneaus ingeniously updates iconic models from the famous English brand with unseen and ultra-creative customizations, using exhibitors' products.

Inauguration cocktail & DJ set

Tuesday 13 Feb. at 6pm

IFM EXHIBITION

Hall 3

Young designers from the Design Postgraduate Program will present products from their collections of bags and shoes produced by fashion manufacturers for prestigious French and international luxury houses.

ECOLE NATIONALE SUPÉRIEURE

DE CRÉATION INDUSTRIELLE EXHIBIT

Hall 4

A totally original space created in partnership with ENSCI's Textile Design training program, whose goal is to showcase accessories in a new light.

AWARDING OF THE ENSAD x PREMIÈRE VISION

LEATHER ACCESSORY PRIZE 2018

The prize awarded by the ENSAD School of Decorative Arts in Paris showcases the savoir-faire of tomorrow's talents and raises their profile within the industry. For this 4th edition, visitors will get to vote for the best accessory projects created by graduates of the class of 2017.

Thursday 15 Feb. | 12.30 pm

First Lounge Leather | Hall 3

comON CREATIVITY SHARING: HYBRIDS

Each year the comON project brings together top talent from the best design schools. In a "hybrid" set designed by Monica Sampietro, the exhibit will present a selection of the best projects proposed by students at its latest edition.

Première Vision Fabrics | Hall 5

DOCUMENTARIES: AU FIL DU MONDE

A showing of 5 documentary features produced by Isabelle Dupuy Chavanat & Jill Coulon.

A journey in 5 episodes tying the rarest fabrics and their manufacturing secrets to the fictional fates of 5 characters.

Japan: 9 am | Laos: 11:15 am

Mongolia: 1 pm | Tibet: 4:30 pm | India: 5:30 pm

KNIT HAIR

Take a break, choose which type of braids you want, then continue your visit to the show with a new hairstyle!

Knitwear Solutions

Première Vision Manufacturing | Hall 6 North

11am - 5pm

CONFERENCES, TALKS

SMART CONVERSATION:

PRACTICAL STEPS TO SUSTAINABLE FASHION

Smart Creation PV gives the floor to bluesign® on the keys to make fashion more sustainable.

> Jill Dumain, CEO of bluesign®

Wednesday 14 February at 2 pm

Hall 5 | Room

PREMIÈRE VISION MARKETPLACE PRESENTATION

Première Vision continues its pioneering role by launching its Marketplace in July 2018. Gaël Séguillon, its director will present this Ecommerce BtoB platform's project.

Thursday 15 Feb. at 10 am

Wearable Lab | Hall 6

> Also meet the Première Vision Marketplace team in Hall 5 (Stand 5R8 - 5S7).

BAG & SHOE CYCLE OF CONFERENCES

AND WORKSHOPS

A program of round tables and conferences to assist fashion brands and accessories in the development of their footwear collections.

Première Vision Leather | Hall 3

Workshops et Conferences Area.

- **CONFERENCES IN PARTNERSHIP WITH NATHALIE ELHARRAR, CONSULTANT, FOOTWEAR DESIGNER AND IFM PROFESSOR:**

Tuesday 13 Feb. at 2pm

Leather goods and customization, from the mass market to high-end luxury.

Wednesday 14 Feb. at 2pm

My unique shoe: how companies create a customization service midway between mass and artisanal production.

Thursday 15 February at 2 pm

Customize my sneakers! An overview of customization in all its forms.

- **CONFERENCES IN PARTNERSHIP WITH CTC:**

Tuesday 13 Feb. at 12pm & 3:30pm: Laurent Nay

Finishing the edges, or how to embellish a leather accessory?

Wednesday 14 Feb. at 12 pm & 3:30pm: Régis Lety

A closer look at green products

Thursday 15 Feb. at 12 pm & 3:30pm: Lionel Liautesse

The art of colorimetry: from the perception of colours to digital control

IFM CONFERENCE: TRADE WORLD MAP 2018

Export business opportunities and sourcing strategy of the EU, overview and perspectives.

> Isabelle Weiler (Euratex) - Gildas Minvielle (IFM)

Tuesday 13 Feb. at 2 pm

Thursday 15 Feb. at 2 pm

Hall 5 | Room 501

IFM ALUMNI CONFERENCE: COLOUR, FASHION MARKER OR KEY DIFFERENTIATOR?

How new uses, technologies and colour management tools are changing the role of colour in the fashion equation.

> *Rodolphe Augis (Datacolor), Anaïs Guery (Anaïs Guery), Marion Le Flour (Le Journal Flou), Céline Lopez (JCDC), Pierre Schmitt (Velcorex, Philea, Tissages de Chaumes et Emmanuel Lang), Pascaline Wilhelm (Première Vision).*

Wednesday 14 Feb. at 11:30 am
Hall 5 | Room 503

LENZING™ CONFERENCE: TENCEL™ LAUNCH

Lenzing will reveal its revamped brand purpose, evolving from a pure B2B fiber manufacturing company to a B2B2C brand with the goal of expanding its leadership in botanic cellulose fibers. The speakers will be unveiling the driving forces behind this revolutionary brand repositioning that will place TENCEL™ as the textile specialty brand within the Lenzing portfolio.

> *Robert van de Kerkhof (Chief Commercial Officer of Lenzing Group); Amit Gautam (Vice President of Global Business Management in Textile); Harold Weghorst (Director of Global Brand Management)*

Tuesday 13 Feb. at 1 pm
Hall 5 | Room 515A

CELC CONFERENCE: I LOVE LINEN

The CELC (Confédération Européenne du Lin et du Chanvre) invites you to discover its new British campaign I LOVE LINEN.

Wednesday 14 Feb. at 10 am
Mezzanine of Hall 6 | Commissariat Général

> *Edwina Ehrman (curator of the exhibition FASHIONED FROM NATURE at the Victoria & Albert museum); the spokesperson of John Lewis; Caryn Simonson (Chelsea College of Art); Marie-Emmanuelle Belzung (Director of CELC)*

UKFT PRESS BRIEFINGS

The UK Fashion & Textile Association in collaboration with the Campaign for Wool continue their series of pop-up press briefings on key fabric developments from the UK for SS 19, highlighting new technical and creative styles in wool and wool blends.

> *Speaker: Ms Beryl Gibson, Colour and Design consultant at UKFT*

Première Vision Fabrics
Hall 6 | Stand 6P12

Focus on casual versus tailoring fabrics
Tuesday 13 Feb. at 3 pm

Focus on novelty and summer tweed fabrics
Wednesday 14 Feb. at 11 am

Focus on British Heritage fabrics
Thursday 15 Feb. at 11 am

MINTMODA PRESENTATION IN COLLABORATION WITH ARCHROMA

S/S 2019 seasonal Inspiration by MintModa, in collaboration with Archroma.

A highly visual and emotive presentation that captures the zeitgeist with four compelling SS19 color and style narratives. Color ranges are referenced with the Color Atlas by Archroma®. This presentation identifies emerging influences relevant to all design industries. Attendees will receive a limited-edition MintModa X Archroma SS19 color card.

Wednesday 14 Feb. | 4.30 pm
Hall 5 | Room 501

PECLERS SEMINARS

Tuesday 13 February
Première Vision Fabrics | Hall 5 | Room 504.
Upon subscription only

> SS19 WOMEN'S FASHION TRENDS

10:30 am in French
12:00 pm in English

> NEW! FW19-20 CASUAL LIFE MEN

1:30 pm in English only

> FW19-20 INSPIRATIONS

3:00 pm in French
4:30 pm in English

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