

PARIS
FEB. 13-15 | 2018



**SETTING THE COURSE
FOR INNOVATION**

Presse release

CLOUD OF FASHION
PREMIÈREVISION
PARIS

spring/summer
19
fall/winter



A growing offer, a new look and organisation, the wearable lab, exceptional know-hows, the growth of bag & shoe, a marketplace and a cutting-edge program

An experiential, avant-garde scene, a place to meet and connect, Première Vision Paris will fully play its forward-looking and inspirational role this 13-15 February⁽¹⁾ by continuing its aggressive development strategy, to provide effective support to international creative fashion professionals as they build their spring summer 19 collections.

A dynamic expansion marked by:

- An offer that looks to be up by **1.6%: 1,725 exhibitors vs. 1,678 in February 17**
 - A **new look and organisation**: a new stand by French designer Ora Īto, a new organization of the fashion forums ...
 - **Expansion of the WEARABLE LAB** dedicated to Fashion Tech, with a strengthened space for discoveries, meetings and discussion.
 - The vigorous rise of the leather goods and footwear offer with the **development of the Bag & Shoe Manufacturing area**.
 - The **broadening scope of Maison d'Exceptions** and artistic handcraftsmanship.
 - The creation of a **Première Vision marketplace** in 2018.
- Once again, a **focused and attractive program**:
 - A preview of the exhibit dedicated to Martin Margiela together with the Musée Galliera; a conference on global sourcing with the IFM; a series of conferences on stakes and issues in the leather industry; a textile design showcase with the "PV DESIGNS LOVES SUMMER" space; talks on responsible creation at the SMART CREATION platform; an exhibit "Dr. Martens revisited by designer Eugène Riconneaus"; a spotlight on young creatives through 3 exhibitions realized by students from ENSCI, IFM and the Italian project comOn ...

⁽¹⁾ 13, 14 & 15 February 2018 – Parc des Expositions de Paris Nord Villepinte

SUMMARY

04 A GROWING TRANSVERSAL AND INTERNATIONAL OFFER

- 06** I. THE FEBRUARY 2018 OFFER IN NUMBERS
- 08** II. A NEW LOOK AND LAYOUT OF THE SHOWS AND FORUMS
- 13** III. THE DEVELOPMENT OF THE WEARABLE LAB
- 15** IV. THE RISING POWER OF BAG&SHOE
- 18** V. THE BROADENING SCOPE OF MAISON D'EXEPTION
- 19** VI. 2018: A NEW MARKETPLACE FOR PREMIÈRE VISION

20 A COMPLET AND TARGETED PROGRAM

- 22** I. A PREVIEW OF THE MARTIN MARGIELA RETROSPECTIVE AT THE PALAIS GALLIERA
- 22** II. PV DESIGNS LOVES SUMMER: HONOURING TEXTILE CREATION
- 23** III. PREMIÈRE VISION ACCESSORIES PRESENT THE DR. MARTENS REVISITED BY EUGÈNE RICONNEAUS EXHIBIT
- 24** IV. CONFERENCE OF GLOBAL SOURCING BY THE IFM
- 25** V. SMART CONVERSATION: BLUESIGN TECHNOLOGIES AG. PROVIDES KEYS TO A MORE RESPONSIBLE FASHION INDUSTRY
- 26** VI. YOUNG CREATIVE TALENT A THE HEART OF PREMIÈRE VISION PARIS



**A GROWING
TRANSVERSAL AND
INTERNATIONAL
OFFER**

With 1,725 exhibitors, Première Vision Paris is foreseeing an overall growth of +1.6% as compared to the February 2017 shows (then totalling 1,698 exhibitors).



5

A strong, creative, innovative and above all selective offer, based on a strategy of change and development:

- A **new design and layout of the show**, for a more effective reading of the offer and the seasonal inspirations.
- A **state-of-the-art, forward-looking offer and advances in the field of Fashion Tech**, presented at the Wearable Lab Village.
- A selective offer of manufacturers and technical components for the leather goods and footwear universe: **Bag & Shoe Manufacturing.**
- An offer of **exclusive and rare know-hows** for the luxury industry with the 7th edition of **MAISON D'EXCEPTIONS.**
- **The launch of the Première Vision Marketplace** in the second semester of 2018.

I. THE FEBRUARY 2018 OFFER IN NUMBERS:

Yarns and fibres, fabrics, leathers and furs, textile designs, accessories and components, fashion manufacturing... for 3 days, Première Vision Paris will present the rich and exclusive offer of its 6 shows to global fashion players:



1725

SELECTED EXHIBITORS

> **118** new companies

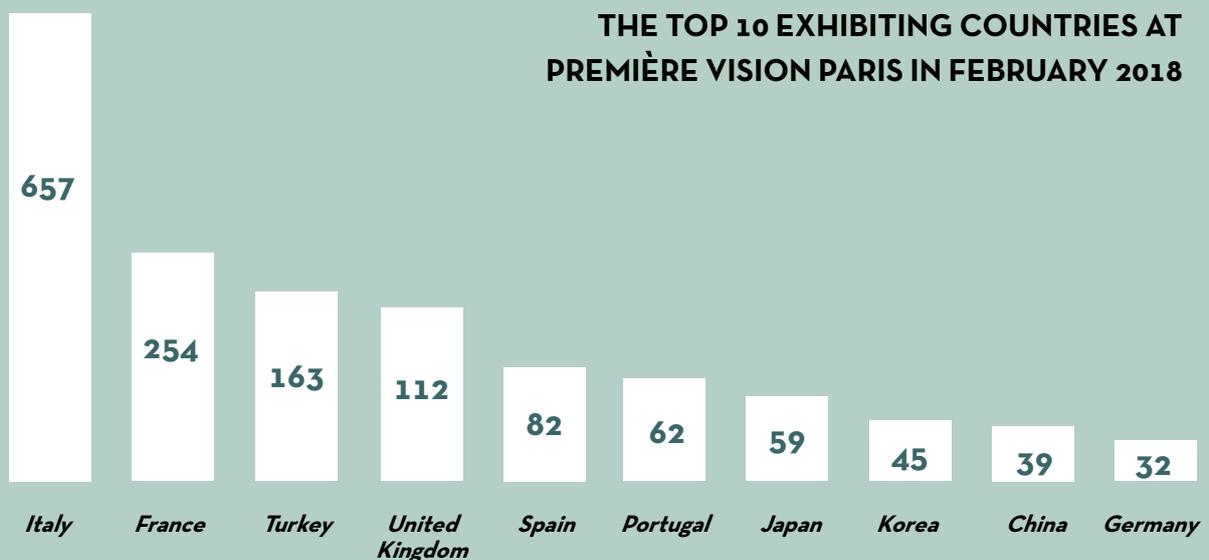


COUNTRIES

represented across
6 activity sectors

6

THE TOP 10 EXHIBITING COUNTRIES AT PREMIÈRE VISION PARIS IN FEBRUARY 2018



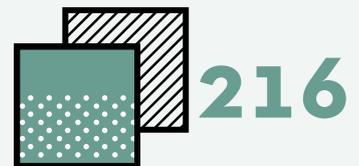
OVERALL, IN FEBRUARY 2018 PREMIÈRE VISION PARIS WILL HAVE:



YARNS
> of which **5**
new exhibitors



LEATHER
> of which **12**
new exhibitors



DESIGNS
> of which **20**
new exhibitors

7



FABRICS
> of which **53**
new exhibitors

with 25 at Maison d'Exceptions^()
> 8 new exhibitors*

*with 21 at Le Village Wearable Lab^(**)
> 11 new exhibitors*



MANUFACTURING
> of which **14**
new exhibitors

*with 24 at Knitwears Solutions^(***)
> 8 new exhibitors*



ACCESSORIES
> of which **14**
new exhibitors

Discover all the exhibitors for this February in the catalogue found at www.premierevision.com or on the Première Vision Paris mobile app. You'll also find detailed information about the new companies joining the shows this season.

^{*} Maison d'Exceptions: the yearly rendezvous of rare know-hows and exceptional techniques

^{**} Wearable Lab: annual space dedicated to Fashion Tech players

^{***} Knitwear Solutions: platform dedicated to creative flatbed knits

II. A NEW LOOK AND LAYOUT OF THE SHOWS AND FORUMS

1. New stand designed by Ora İto

Starting this February, the look of Première Vision Fabrics and Première Vision Yarns will be changing, with the launch of a new stand.

The new showcase created by designer Ora İto presents an exclusive stand and furniture concept, which puts a special emphasis on highlighting the creativity of exhibitors at these 2 shows, especially in terms of the lighting of the collections and the ambient lighting. It also includes new options, such as video screens built into the stand walls.

“I worked to create a virtuous and homogeneous microcosm, a fresh, reinvented showcase where each element is eco-friendly and thought-out all along the manufacturing process.”



2. Redesigned and reorganised fashion forums

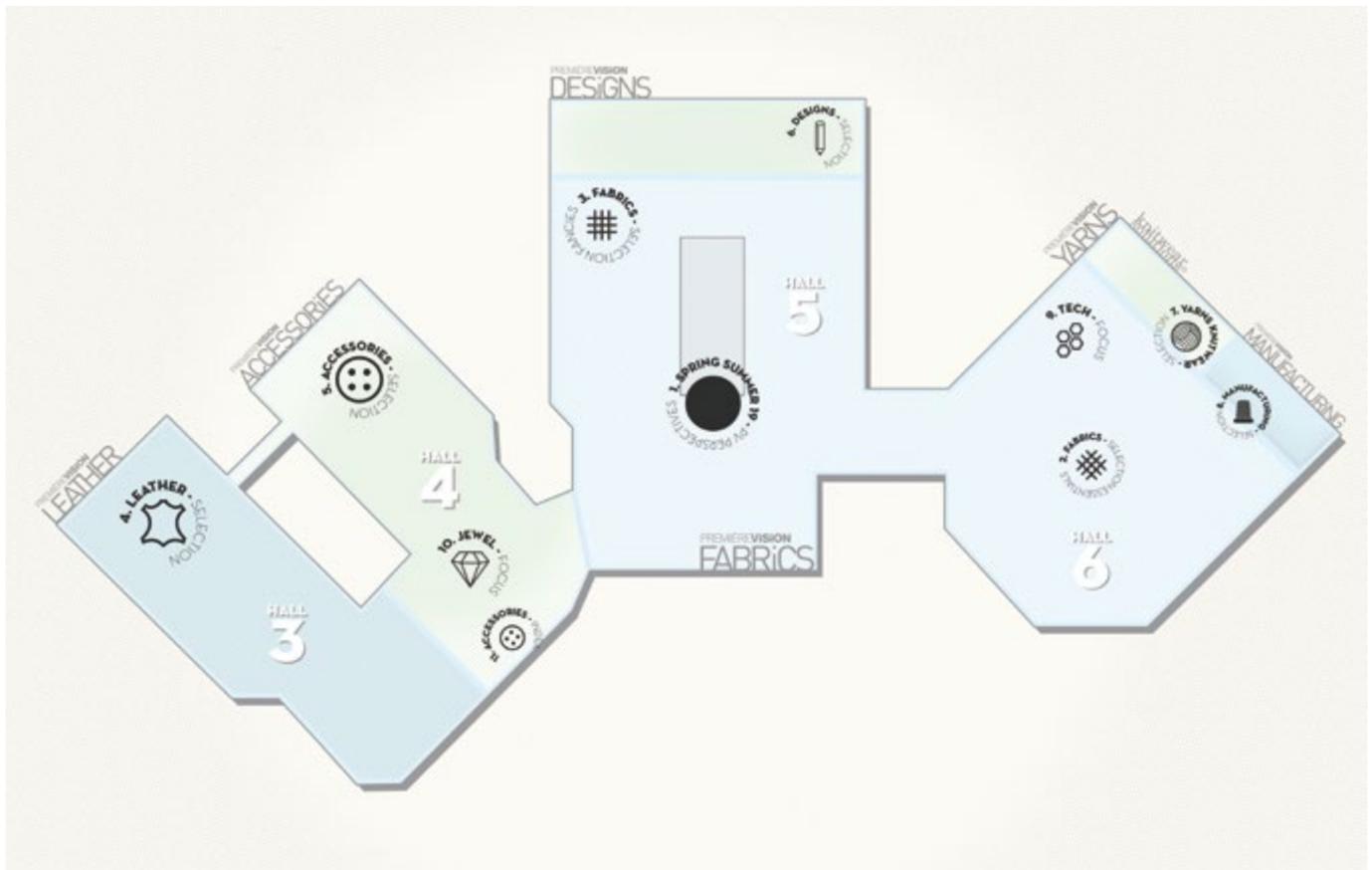
The show's new look and layout is also accompanied by changes in the organization of the fashion information areas and forums, which are indispensable tools for brands and buyers looking for inspiration and exhibitors' latest products.

The goals?

- A better readability of the fashion season information, whether transversal or specialised, with forums, products, the colour range in a completely redesigned format, and the film conveying the season's key inspirations
- New synergies between online digital fashion information, the seminars and the forums, with precise decodings
- Clearer, more concise product information in the forums, designed to be both inspiring and enlightening
- A more efficient visit experience for buyers

> Here following, a detailed look at the 10 new forums.

9



> A transversal Season forum: S/S 19 PVPERSPECTIVES

To provide strong and transversal season directions, general orientations for all activity sectors, and more succinctly and effectively communicate the key takeaways in terms of colours, handles and behaviours, the new S/S19 PV PERSPECTIVES forum will present Première Vision Paris's seasonal stand-outs.

This fashion area will spotlight the cutting-edge trends, illustrated for the first time at Première Vision Paris with a focused selection of fabrics, leathers and accessories, and the key highlights for each activity sector. It will comprise the heart of the fashion season.

> S/S 19 PVPERSPECTIVES will be found in Hall 5.

> 7 forums organised by activity sector

10

Fashion information spaces elaborated thanks to products selected by the Première Vision fashion team from the exhibitors' creative and innovative collections.

Each activity sector will have its own space named SELECTION:

• LEATHER SELECTION

for leather and fur trends, with a BAG & SHOE ELEMENTS area dedicated to footwear and leather goods inspirations (Hall 3), and a film specifically about the season.

• **ACCESSORIES SELECTION** will present a selection of components and accessories. (Hall 4).

• **DESIGNS SELECTION** with the season's key patterns and directions (Hall 5).

• **YARNS & KNITWEAR SELECTION** will present yarns, stitch developments, and flatbed knit garments (Hall 6).

• **MANUFACTURING SELECTION** will illustrate style standouts by presenting selected know-hows of the show's fashion manufacturers. (Hall 6).

• **FABRICS SELECTION - ESSENTIALS** will present a selection of fabrics indispensable to creating collections. An informative presentation, organised by use, for fluid and/or structured garment items: woollens as well as silky products, jeanswear and cottony products. This forum will present the season's fashion essentials for all silhouettes, whether sharply cut, relaxed, ultra-fluid or tailored. (Hall 6).

• **FABRICS SELECTION - FANCIES** presents the season's decoration highlights, regardless of technique (prints, jacquards, lace, embroidery etc.) (Hall 5).

> 2 forums organised by market destination

- **TECH FOCUS** in Première Vision Fabrics (Hall 6) is a transversal fabrics and accessories area dedicated to the sports, performance and functional-wear sector
- **JEWEL FOCUS** in Première Vision Accessories (Hall 4) will present a selection of components for the fashion jewellery market.



11

Pascaline Wilhelm, Première Vision Fashion Director, sheds light on these new developments, echoing current changes in the industry.

What changes will your visitors see?

PW: In a world governed by immediacy, it's important to step back and get an overview. Our visitors have been discovering our information by exploring our six spaces. With this new edition, we are providing a transversal reading of the season, in the PV Perspectives forum, through a strong and very readable selection. So this offer is more comprehensive and more concrete. It comprises both a global and a detailed vision. And for the first time we're presenting a single colour range to be shared by all activity sectors. A unique and precious tool, highly technical and inspirational.



You've also condensed the number of forums. Why?

PW: We approached this in the same spirit, looking to offer a more effective reading. Our new leather forum LEATHER SELECTION will target clothing, leather goods and footwear. The "Fabrics Selection - Fancies" forum will bring together key themes in decoration, lace, embroidery and silks. Our policy is to create engaging and more effective forums.

> Find a complete version of this interview on the website: www.premierevision.com



> Fashion seminars

Discover spring summer 19 seasonal directions in the **FASHION** section of the website and at the seminars organized by the fashion team at **Première Vision Paris**:

12

TREND TASTING[®] PV

SEASON TREND TASTING SPRING SUMMER 19

An essential tool to fully decode what's indispensable for spring summer 19: the season's influences, the major transversal currents, and synergies between colours, fabrics, designs, leathers and components, colour, clothing and accessories essentials, the season's major fashion directions, illustrated by product photos and videos with their references.

Daily at 11 am
Hall 5 - Room 501

DENIM PREMIERE VISION SEMINAR

Find out all the denim trends for spring summer 19 and discover the latest information concerning the next edition of Denim Première Vision (23 and 24 May at the Parc Floral de Paris).

> Seminars presented by the Denim Première Vision team.

Wednesday 14 February at 4:30 pm
Hall 5 - Room 501

LEATHER FASHION BREAKFAST

This seminar presents the trend concept for spring summer 19, with the season's key colours, products and leathers and furs apparel, leather goods and footwear markets. It also presents a special focus on the very latest news spotted and gathered from the show's exhibitors.

> Seminar in French/English, presented by Claude Vuillermet, Show Fashion Director.

Daily at 10:30 am
Première Vision Leather - Hall 3
Workshop and Conferences Space

COLOUR & FABRICS TREND TASTINGS

An essential tool to make the right colour choices for collections and fully decode the colour range and the indispensable fabrics for Spring Summer 19:

- **the season's colour range** and major colour atmospheres with harmonies for each market
- **illustrated fashion stories:** images to inspire, photos of fabrics and the most symbolic patterns of the season, with the names of exhibitors and their stand locations
- **key silhouettes** pointing to the right fashion looks for menswear, womenswear, casualwear and sports.
- **The TREND TASTINGS** fashion seminars are presented by the Première Vision fashion team and are in French/English.

> Please note: seating is limited. Please register in advance at the Press Club

Daily at 12:30 pm
Hall 5 - Room 501

III. THE DEVELOPMENT OF THE WEARABLE LAB

Technological innovation, or Fashion Tech, is a strategic issue for the fashion industry's future, and the arrival of technology in this universe continues to shake up codes and practices. Today, this technology is being appropriated by industry players.

Building on its mission to decode future trends, Première Vision sought to support the transformation of the fashion sector by launching, in February 2017, the Wearable Lab: a space at the heart of the show designed to showcase the Fashion Tech players.

In 2018, as technology continues its growth in the fashion industry, the Wearable Lab is expanding to become a 900m² village. Its goal is to present an international selection of materials, products and services to serve as sources of experimentation for the fashion industry.

13

2018, THE TAKEOFF OF THE WEARABLE LAB AS A FORECASTING AREA

A hotbed of inspiration, this dedicated space, located near the Tech sector of Première Vision Fabrics in Hall 6, will present a 360° offer of technologies, materials, meetings and discoveries in 4 areas:

• EXPLORE - PROTOTYPES & LABS:

An experimental space to discover working prototypes, test them out and discuss the coming issues and challenges through the R & D work of pioneering organizations in the field: CETI Centre Européen des Textiles Innovants (France), I.F.T.H. (France), Lectra (France), Techtera (France), Up-TEX (France).

• CONNECT - PRODUCTS & SERVICES:

An area comprising companies and start-ups at the origins of Fashion Tech and spearheading the market, each selected to present a complementary offer: smart and/or connected materials, accessories, clothing, innovative technologies...

SMART MATERIALS: 37.5[®] Technology (USA), Balas Textile (France), CRY by JRC Reflex (France), Dienpi (Italy), Kyorene[®] Graphene Fiber & Yarn (China), Rial 1957 (France), Tanneries Pechdo (France), Teijin Frontier (Japan), Universe Fashion Accessories (Taiwan).



Photo Clara Daguin

START UPS: City Bright (Taiwan), De Rigueur Lab (France), Euveka (France), Gemetiq (France), Genius Objects (France), Lunative Lab (Germany), Verisium (Russia), Visage Project (Belgium).

• INSPIRE - CREATION & DESIGNERS:

An inspiring exhibit, "Reveal the invisible" by Clara Daguin. An immersion in the creative process of the designer, a finalist at the 2016 Hyères Festival of Fashion and Photography, who uses an alliance of craftsmanship and technology as a means of fashion expression. Conceived as a revealing look behind the scenes of the creative process, the exhibition presents both the designer's finished pieces and everything within them that led to their success.

Curator: Anne Sophie Bérard

• INTERACT - TALKS & PITCHES:

A program of sophisticated and accessible conferences ranging from start-up pitches to an expert roundtable in the heart of the Wearable Village. Analysis, forward thinking and debates to help decode this rapidly growing ecosystem, with a new theme (creation, technology, business) developed daily. All conferences will be moderated by Vincent Edin (The ADN online magazine, the European Communication School...).

> [See the following detailed program.](#)

INTERACT: THE PROGRAM OF EXHIBITORS' PITCHES AND ROUND TABLES

14

TUESDAY 13 FEBRUARY

11 am: Exhibitors' Pitches

The following Wearable Lab exhibitors will discuss their know-hows, and share their thoughts and views on Fashion Tech during short presentations:

Participants: Lunative lab, De Rigueur, Genius Objects, Euveka, Gemetiq, Verisium, Teijin Frontier, Visage Project, City Bright.

2:30 pm: Key note

The New Visionaries by Bradly Dunn Klerks - Senior Innovation Expert for the Arts and Technology.

3:30 pm: Round Table

Imaginative designs & creation in Fashion Tech

Fashion, like society, is being transformed by the arrival of new technologies. How do these new tools inspire and influence designers? How much are they re-defining our relationships to clothing itself? What new aesthetic challenges can be invented?

Participants: Pascal Morand (Executive president of the Fédération de la Haute Couture et de la Mode), Clara Daguin (Fashion Designer), Bradly Dunn Klerks (Senior Innovation Expert for the Arts and Technology).

WEDNESDAY 14 FEBRUARY

11 am: Exhibitors Pitches

The following Wearable Lab exhibitors will present short speeches to introduce their particular know-hows and share their thoughts and views on Fashion Tech:

Participants: 37.5 Cocona, Lectra, Kyorene Graphene & Fiber, IFTH, CETI, Techtera, Up-TEX.

2:30 pm: Key note

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

Personalization, data tracking, optimization, flexibility, environmental commitment ... At the dawning of the 4th Industrial Revolution, let's think together about the

issues, desires and capabilities that new means of production are making possible in the fashion industry.

Participants: Kirsty Emery (Unmade), Muchaneta Kapfunde (Fashnerd), Philippe Ribera (Lectra).

5 pm: Virtual Reality Experience by Arzu Kaprol

A virtual reality experience proposed by Turkish brand Arzu Kaprol highlights the connections between fashion, art and life, through its Spring Summer 2018 Inter-Being Collection, inspired by the philosophy of co-existence. "Without a cloud, there will be no rain, without rain the trees cannot grow, and without trees we cannot make paper. The cloud is essential for the paper to exist. So we can say that the cloud and the paper are inter-connected. And we are inter-connected, as all beings."

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

THURSDAY 15 FEBRUARY

10:30 am: Key note

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

With new technologies, clothing becomes useful, functional, as connected as smartphones and wearables. The consumer expects a new and unique experience. What economic outlook does this societal change suggest? What are the next territories to conquer?

Participants: Camille Benech (Google, Global Brand Lead for Luxury and Beauty in France), Bradley Quinn (Consultant & Creative Director), Cédric Lowenbach (BPI France, Deputy Director of Creative Industries funds).

2 pm: Round table

Developing connectivity in creative materials

Speakers: Florence Bost (Textile Designer), Caroline Krug (Tanneries Pechdo),

IV. THE RISING POWER OF BAG & SHOE

1. A renewed and strengthened bag & shoe manufacturing platform

Bag & Shoe[®] MANUFACTURING

15

The show last September was especially dynamic for the leather sector.

In February, the new space dedicated to the leather-goods and footwear markets, BAG & SHOE MANUFACTURING, which brings together a selection of manufacturers and component specialists, will once again round out the tanners and accessory makers already found at Première Vision Leather (Hall 3) and Première Vision Accessories (Hall 4).

This platform is now strengthened, with more proposals and exhibitors.

The BAG & SHOE ELEMENTS area, dedicated to fashion and material trends for the footwear and leather goods market, also returns this session, in the Première Vision Leather Trends Gallery.



“

Marc Brunel, Show Director, Première Vision Leather:

“For a brand that wants to get into accessories, the main pitfall is bringing together the best subcontractors who will work together to develop and create the project. Première Vision is very aware of this difficulty, so the show brings together in one place the manufacturers, the raw material suppliers (tanners, furriers, etc.) and the component manufacturers. The show offers brands a unique opportunity to connect and network. It's the perfect opportunity to build a reliable team of collaborators in just a few hours - what's more, a team that can actually meet and exchange ideas, even though their companies are often located in the four corners of the globe.”

”

2. A new series of conferences

To help fashion and accessory brands develop their footwear and leather-goods collections, the show will host a series of conferences and dedicated workshops.

16

> **Customizing accessories: something just for me!**
Round tables organised by **Nathalie Elharrar**

The customization phenomenon (in general, and more specifically for footwear and leather goods) is a societal issue that has been emerging in recent years, and constitutes a major challenge for industrial producers as well as designers. How do we translate these issues into the world of footwear and leather goods?

Consultant, footwear designer and IFM professor Nathalie Elharrar will share her experiences and develop directions axes to make shoe collections a success via 3 roundtables, including encounters with entrepreneurs to explore this idea from different angles and understand the technical challenges: industrial solutions and limits; making good use of innovations; exploring various business models and marketing strategies... An overview of customization in all its forms.



LEATHER GOODS AND CUSTOMIZATION, FROM THE MASS MARKET TO HIGH-END LUXURY.

Tuesday 13 February at 2 pm
Hall 3 - Conference Area

MY UNIQUE SHOE: how companies create a customization service midway between mass and artisanal production.

Wednesday 14 February at 2 pm
Hall 3 - Conference Area

CUSTOMIZE MY SNEAKERS!

Thursday 15 February at 2 pm
Hall 3 - Conference Area

> Conferences presented by the CTC

Le Conseil technique du Cuir (CTC) will host 2 conferences and 1 workshop to explain to brands the techniques behind the creation and production of their footwear and leather-goods collections:

WORKSHOP

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

Designing beautiful objects with a strong creative capital is the recipe for turning a fashion accessory into a success. But the secret also lies in the expertise used. CTC will show you the finishes that enhance a product and give it prestige.

Speaker: Laurent Nay - CTC - Director of the Leather Goods department

Tuesday 13 - 12 pm & 3:30 pm
Hall 3 - Conference Area

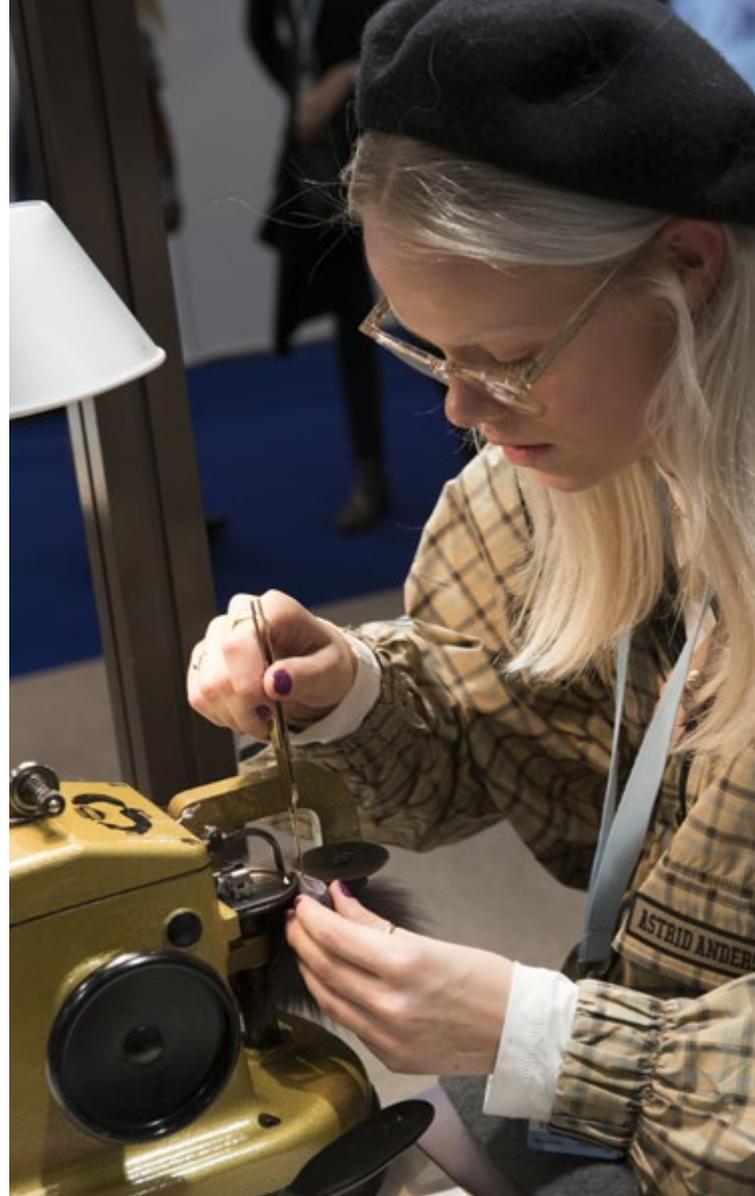
CONFERENCE

A closer look at green products

What is a green product? At a time where eco-marketing offers a way for brands to stand out, CTC gives you an objective breakdown of the main concepts/idea/labels such as green, eco, organic, etc., associated with the fashion and accessories world.

Speakers: Regis Lety - CTC - Sustainable Development Consultant

Wednesday 14 - 12 pm & 3:30 pm
Hall 3 - Conference Area



CONFERENCE

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

For fashion houses and accessories manufacturers, the precision, hold and reproducibility of colours on leather are major factors in ensuring customer satisfaction. To achieve this, it is essential to understand how colours are perceived and to master the main technical parameters. Discover with CTC the art of colorimetry and the issues around digital transcription.

Speaker: Lionel Lautesse - CTC - Finishing Consultant

Thursday 15 - 12 pm & 3:30 pm
Hall 3 - Conference Area

V. THE BROADENING SCOPE OF MAISON D'EXCEPTIONS

The MAISON D'EXCEPTIONS space continues to broaden its scope and growth in Hall 3, with a 7th edition featuring a strengthened offer of rare and exclusive know-hows.

Located in the very heart of Première Vision Paris, this annual event, accessible by invitation only, welcomes ateliers with rare know-hows. It presents a diverse international showcase of exceptional techniques for designers and buyers from luxury and high-end fashion brands on the hunt for exclusives:

18



25 ateliers - including 8 new ones - will reveal their new and cutting-edge know-hows in textiles, leather and accessories. More than ever these ateliers are focused on innovation, to propose exclusive, creative and unique or custom-made products.

Semi-automatic and artisanal weaving, ultra high-definition jacquards, feather working, leather mosaics, sheathing and caning, corsetry and needlework, artisanal embroidery, raffia, novel dyeing techniques, sericulture...

VI. 2018: A NEW MARKETPLACE FOR PREMIÈRE VISION

Last September, Première Vision continued its pioneering role by announcing the creation of an exclusive Première Vision Marketplace, to keep step with the profound changes in an industry seeking accelerated product renewal and a shorter time-to-market.

> The entire Première Vision Marketplace team will be at the show at a dedicated space in Hall 5 (Stand 5R8 - 5S7). Feel free to come meet them and find out more.

As a B-to-B e-commerce site, an editorial platform and an industry service provider, the Première Vision Marketplace will be inaugurated in the second semester of 2018, thanks to a dedicated team within the Group's new subsidiary, Première Vision Digital.



An interview with Gaël Séguillon, Director of Première Vision Digital:

19

Première Vision will launch its Marketplace next July. What was the reason behind this initiative?

This project is in keeping with our mission to foster connections between buyers and exhibitors. We were the pioneers in this approach, and we wish to be so again by extending the experience of the show via this e-commerce platform. It meets a real need felt by our partners. Many exhibitors cannot undertake such a heavy financial and technical investment by themselves.

How will the platform work?

The platform will be reserved for professionals and dedicated only to the fashion industry. All our exhibitors will be on the platform, with a presentation of their activity. Those who wish to participate in the adventure will subscribe and benefit from all the platform's advantages: assistance in digitizing their catalogues, and a secure platform to receive sample requests and, eventually, orders by the metre.

They will benefit from a perfectly secure infrastructure, and the reputation of Première Vision, with a site featuring editorial content about trends and market information. As for buyers, they will, upon authentication, have free access to the platform.

This initiative will apparently transform the market...

Today, relationships between manufacturers and distributors are essentially formed during highlight events, the trade shows.

This marketplace will allow everyone to prolong these connections throughout the year, with a regularity that has become essential with the constant proliferation of collections. It will increase business opportunities for suppliers and allow brands to optimize their collecting.

Won't it also fundamentally transform the organisation of the show?

Our shows will maintain their mission. Our partners will always need real meetings and actual physical contact with the materials. The Marketplace will also provide an opportunity for visitors to better prepare their visits, to visualize the offer from each exhibitor, and take earlier appointments. In short, make the most of the event.





A COMPLETE AND TARGETED PROGRAM

This February, Première Vision Paris is proposing a rich and diverse program designed to address current industry issues.

- A showcase of textile creativity in the **“DESIGNS LOVES SUMMER”** space at Première Vision Designs
- The exhibit **“Dr. Martens revisited by Eugène Riconneaus”**
- A **conference** on global sourcing organized by the **IFM**
- **SMART CREATION:** a conference dedicated to responsible creation
- A preview look of the **exhibit dedicated to Martin Margiela** mounted by the Musée Galliera
- A highlight of young creative talent through **3 exhibitions** created by students from ENSCI, from the IFM, and around the comOn Italian project.



I. A PREVIEW OF THE MARTIN MARGIELA RETROSPECTIVE AT THE PALAIS GALLIERA

Starting next March 2018, the Palais Galliera - Musée de la Mode de Paris will dedicate an exhibition to the mysterious Belgian designer, Martin Margiela.

A retrospective of his conceptual creations and passion for fine craftsmanship, which Première Vision Paris will be exclusively previewing in February!

Scénographie: Ania Marchenko

> An exceptional moment, to discover in Hall 6.

II. DESIGNS LOVES SUMMER: HONOURING TEXTILE CREATION

Textile designs are an indispensable part of fashion creativity, and a major differentiating element for fashion brands looking to refresh their creative offer.

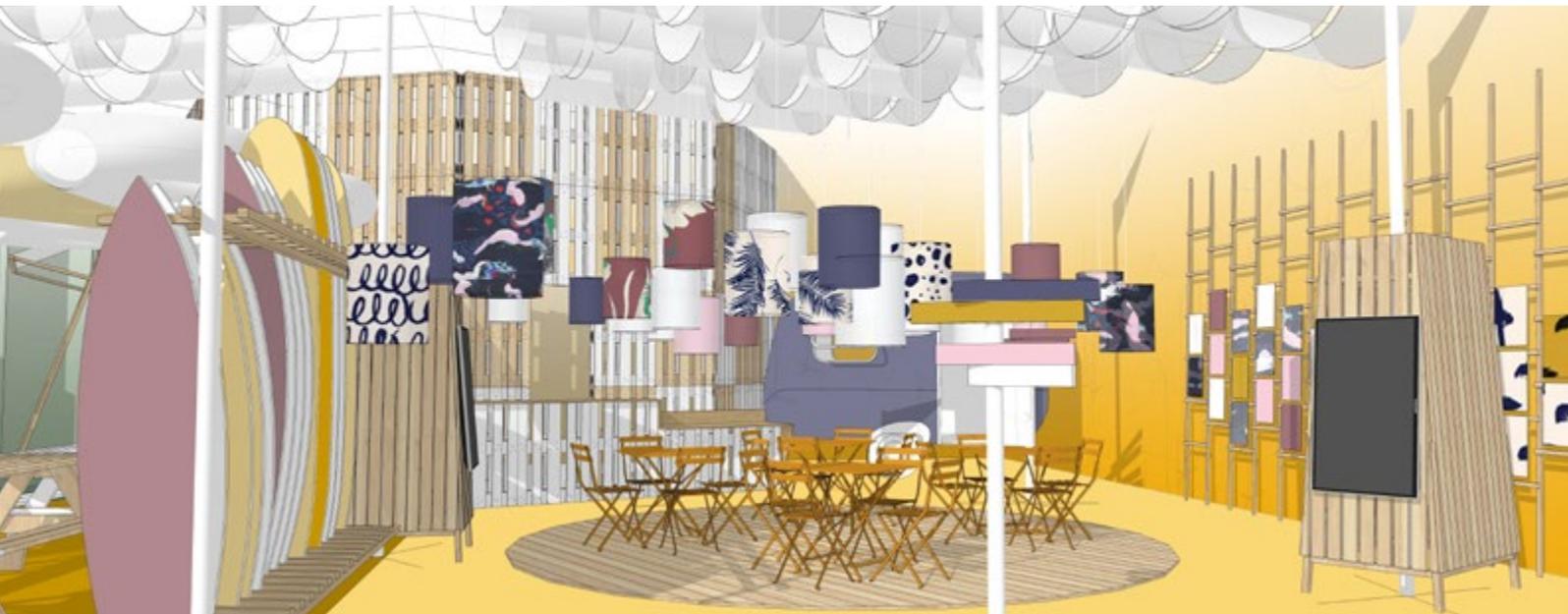
After the success of MAISON DESIGNS in September, Première Vision Designs welcomes a new space to highlight the many facets of textile design for spring summer 19: DESIGNS LOVES SUMMER.

In the heart of this original installation, seasonal trends juxtapose exhibitors' proposals. A friendly place to work and do business, conducive to inspiration and new encounters, and inviting visitors to make new discoveries, through 3 spaces:

- A garden that celebrates a fresh and sparkling, truly flowery spring, for a glimpse of the first inspirations and early stages of summer, to get a start on the season
- A beach inviting you to a hot and bubbly summer, where visitors can enjoy a place to eat
- A terrace evoking the end of an Indian-summer evening, more filtered, where lanterns light up the encroaching dusk.

> Also enjoy the fun and games area, or the "Pimp my flip-flops" space, where you can customize your flip-flops for next summer (11 am - 3 pm)!

22



III. PREMIERE VISION ACCESSORIES PRESENTS THE DR. MARTENS REVISITED BY EUGENE RICONNEAUS EXHIBIT

In a salute to its exhibitors' products, particularly their creativity and know-how for the shoe market, Première Vision Accessories has chosen to bring together a shoe designer known for his transgressive originality, Eugène Riconneaus, and an iconic brand, Dr. Martens, for an exclusive exhibition.

The French designer revisits iconic designs from the famous British brand with new and ultra-creative customizations, incorporating accessories from the exhibitors' collections, such as feathers, ribbons, metal accessories, rhinestones, embroidery and textiles.

23

"Transgression, empowerment, transversality are my roots that you will discover in this exhibition project."

Eugène Riconneaus

Over the 3 days of the show, the DR. MARTENS REVISITED BY EUGENE RICONNEAUS exhibit will present a selection of iconic designs from the famed English brand –new artistic works– in a dedicated area (Hall 4).



"The project for this exhibit quickly appealed to us as all the players were such a natural fit. Première Vision Paris offers a unique gathering of industry know-how from all around the world. These companies play a role in the fashion industry's innovation and creativity. This project provides us an opportunity to showcase our own manufacturing process and heritage. Eugène Riconneaus is an atypical designer, self-taught, with an enormous knowledge of street culture, and is constant exploring new aesthetics. Eugene is playing with codes and standards. So many of these values correspond to those of Dr. Martens. This exhibition is a new opportunity for us to demonstrate the versatility of our products - through the creative vision of a outside designer." explained Dr. Martens' teams.

INAUGURATION

JOINS US FOR
THE OPENING COCKTAIL & DJ SET

TUESDAY 13 FEBRUARY AT 6 PM

PARTICIPATING IN THE PROJECT:

Première Vision Accessories Exhibitors (Hall 4):

METTETAL CREATION / C.D.C. / COMPLETEX'09 / EDDY RICAMI PROJECT / LINEA ELLEBI - DECORAZIONI MODA / MARCY - COTE PLUME / SATAB FASHION / SEM-AR

Première Vision Leather Exhibitor (Hall 3):

SCHMID ITALY

www.drmartens.com

www.eugenericonneaus.com

IV. CONFERENCE ON GLOBAL SOURCING BY THE IFM

As part of the IFM-Première Vision Chair dedicated to “the economy of creative materials for fashion”, the French Fashion Institute will present an overview of the current situation, and an analysis of the mapping of global sourcing at a dedicated conference:



TRADE WORLD MAP 2018

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

Conference based on a study conducted by the IFM and presented by Gildas Minvielle -Director of the IFM Economic Observatory- and Isabelle Weiler -Trade & Industry Manager at Euratex.



Gildas Minvielle gives us a first look at how global sourcing is changing:

How is manufacturing evolving ?

The sector is undergoing an evolution marked by three key elements. With 75% of European sourcing, Asia retains its hegemony but there is a significant reshuffling of markets. Given this context, the Mediterranean basin is holding out, but experiencing a significant redistribution in favour of Morocco. In Europe, Portugal is enjoying an upturn and France has more than ever its own role to play. [...]

Which areas produce quickly and in small quantities?

Mostly those in the Mediterranean basin. And now many retailers have realized that it is in their interest to produce small series throughout the season, so they can to adjust their manufacturing to short-term changes in trends and the markets. To do this, they favour proximity sourcing -in Tunisia, Turkey and especially Morocco, which benefits from its political stability. [...]



24

Tuesday 13 February at 2 pm
Thursday 15 February at 2 pm
Hall 5 - salle 501

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

The alumni association of the French Institute of Fashion (IFM ALUMNI) is organizing a discussion at Première Vision Paris dedicated to the transversality of colour forecasting as seen by designers, marketing experts and manufacturers. How new uses, technologies and colour management tools are changing the role of colour in the fashion equation.

Speakers: 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 February at 11:30 am
Hall 5 - room 503

> See the full interview in the NEWS section of the website.

V. SMART CONVERSATION: BLUESIGN TECHNOLOGIES AG. PROVIDES KEYS TO A MORE RESPONSIBLE FASHION INDUSTRY

As part of its SMART CREATION platform, Première Vision will host a conference in February to continue to inform and support professionals in their research and steps towards a more responsible creative fashion.

SMART
CREATION®

This Smart Conversation gives the floor to Switzerland's Bluesign Technologies ag., well-recognised for its responsible technological developments, to present its point of view and provide answers to new challenges involved in sustainable production and creation, for a more responsible fashion industry.

> Speaker: Jill Dumain, PDG de Bluesign Technologies ag.

25

What is Smart Creation?

Through its Smart Creation research and communication platform, the goal of the Première Vision Group is to promote the responsible approaches of its exhibitors, and showcase a new generation of values to open new perspectives and new competitive advantages to serve the entire creative fashion industry value chain.

Wednesday 14 February at 2 pm
Hall 5 - Room 501



VI. YOUNG CREATIVE TALENT AT THE HEART OF PREMIÈRE VISION PARIS

Central to Première Vision Paris: Initiatives highlighting the creativity of the fashion industry

1. Première vision lends its support to the 33rd Hyères festival of fashion and photography

Since 2011, Première Vision has been partnering with the Hyères International Festival of Fashion and Photography. Today, the group sponsors the Hyères Grand Jury fashion prize, accompanied by a 15,000 € award, named the Grand Prix du Jury Première Vision.

Showing its support for creativity, this February at Première Vision Paris, Première Vision will welcome the 10 fashion competition finalists along with the 10 finalists for the Accessory Award (leather goods, shoes, jewellery, glasses ...), a prize launched in 2017.

The idea is to support them in the creation of the collections they will present to the Festival, by affording them privileged access to the products and services of interested exhibitors in the yarn, fabric, leather and accessories sectors, as well as manufacturers.

2. IFM EXHIBIT

Students from the Design Postgraduate Program of the French Fashion Institute (IFM) will present products from their bag and shoe collections, fabricated by prestigious French and international luxury houses.

**Première Vision Leather
Entry to Hall 3**

26

Vanessa Schindler
Grand Prix du Jury Première Vision 2017



3. Exhibit: école nationale supérieure de création industrielle

A totally original space created in partnership with ENSCI's Textile Design training program, whose goal is to showcase accessories in a new light. An imaginative, sensory and sometimes offbeat look, highlighting components' characteristics and linking each accessory to the textile universes that best enhance it. A discovery, an introduction, centring on a sensory immersion.

Première Vision Accessories
Hall 4

27

4. ENSAD leather accessory prize 2018

To showcase the savoir-faire of tomorrow's talents in the fields of clothing and accessories design, and raise their profile within the industry, the ENSAD School of Decorative Arts created the "ENSAD Leather Accessory Prize", as part of its participation in the Première Vision Leather show. This year, show visitors will nominate the winner. These industry professionals can vote directly at the ENSAD space to elect the accessory of their choice.
www.ensad.fr

Award ceremony
Thursday 15 February at 12:30 pm
First Lounge Leather - Hall 3

5. ComON creativity sharing : hybrids

The idea for comON was born from the passion of a group of textile entrepreneurs from Como -the world's leading silk-producing region for the most prestigious markets. Each year it brings together top talent from the best design schools, putting the creativity and ideas of young students together with the realities of Italian textile industry production.

Clothing, hats, one-of-a-kind items ... in a "hybrid" set, part rugged construction space and urban garden, 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

PRESS CONFERENCE

**TUESDAY 13 FEBRUARY
2018 at 11 am
Press Club - Mezzanine in Hall 6**

Presented by Gilles Lasbordes,
General Manager of Première Vision

> To prepare and facilitate your visit,
and keep up with all the latest news and events,
download the Première Vision Paris app!

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