

100%
Digital Edition

15>19 Feb. 2021

AGENDA

CLOUD OF FASHION
PREMIÈRE**VISION**
PARIS

Digital Talks, Fashion Seminars, Webinars :

The full program of the Première Vision Digital Show From 15 to 19 February 2021

From February 15 to 19, 2021, the Première Vision Paris Digital Show will present online collections of materials (yarns, fabrics, leathers, accessories, designs, clothing) from a selection of international exhibitors among the most creative and innovative in the industry.

This 100% digital event will also feature a program of 13 Digital Talks and Webinars to decipher the trends of Spring-Summer 22 and to question the challenges of the fashion industry through the eyes of professionals and experts.

These Digital Talks, each lasting 30 minutes, will be broadcast for the first time during the Digital Show, and will be available for replay on www.premierevision.com. For some of them, a live chat will be proposed to interact with the participants.

To participate, [please, register here](#).

→ Find hereafter the detailed program of these talks and digital seminars.

DIGITAL TALKS PROGRAM

MONDAY, FEBRUARY 15TH, 2021

10 am: Season Trend Tasting - in english

The Spring Summer 22 season's influences, the major transversal trends illustrated by exclusive artworks, the key silhouettes and synergies between, fabrics, designs, leathers and accessories, decoded by the Première Vision fashion team.

→ **Speaker:** *Lucie Jeannot, Première Vision Fashion Team.*

11 am: Virtual sourcing and digital continuity end-to-end - in english

Digitalizing the different steps of fashion design: challenges, methods, and objectives.

→ **Moderator:** *Karine Porret, journalist* - **Speakers:** *Julien Pajot, Senior Consultant in Product Design, Virtualization and Social Responsibility at XL Conseil / Gilles Lasbordes, General Director at Première Vision.*

2 pm: Color Trend Tasting - in english

An essential seminar to discover the Première Vision's Spring Summer 22 color range in all its generosity, its key and indispensable harmonies for the season, presented by the Première Vision fashion team.

→ **Speaker:** *Manon Mangin, Première Vision Fashion Team.*

3 pm: The way it feels! - in english

A discussion with Ariane Bigot, from Première Vision Fashion team, focusing on the tactile quality of materials, the feel of fabrics and leathers. A discovery of the sensory delights of materials, a look at specific products to explore how the touch and feel of materials have evolved. Handles that impact the design of garments and fashion accessories.

A new, not to be missed Talk from the Première Vision fashion team!

→ **Moderator:** *Karine Porret, journalist* - **Speakers:** *Ariane Bigot, Associate Fashion Director at Première Vision.*

TUESDAY, FEBRUARY 16TH, 2021

10 am: Color Trend Tasting - in english

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→ **Speaker:** *Manon Mangin, Première Vision Fashion Team.*

11 am: Fashion meets food for good - in french with english subtitles

Just like fashion, food implies many issues, from environmental sustainability to the urge to consume locally. How has the food sector evolved in the recent years? Can this progress inspire the fashion industry?

→ **Moderator:** *Karine Porret, journalist* - **Speakers:** *Luc Dubanchet, Sirha Food Director of brands, GL events / Bruno Verjus, Chef, Table (Paris).*

2 pm: How to meet the new challenges facing fashion brands - in partnership with Peclers Paris / in english

Social engagement, new buying motivations... a wave of new attitudes are confirming the need to reimagine the system... Yvonne de Bruyn, Consulting and Fashion Director at Peclers, suggests new ways to drive your brand and your collections through a look at benchmark brands inventing new models.

→ **Speaker:** *Yvonne de Bruyn, Style Director at Peclers Paris.*

3 pm: Season Trend Tasting - in english

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→ **Speaker:** *Lucie Jeannot, Première Vision Fashion Team.*

WEDNESDAY, FEBRUARY 17TH, 2021

10 am: How to create positive impact with natural materials - in partnership with Vogue Business / in english

An increasing number of innovative materials don't just so less environmental damage, they also create positive impacts.

→ **Moderator:** *Bella Webb*, Editorial Associate, Vogue Business - **Speakers:** *Céline Semaan-Vernon*, System designer and co-founder, Slow Factory Foundation / *Seetal Solanki*, Materials Translator, Ma-tt-er.

2 pm: Regenerative fashion, let's tackle climate change beyond sustainability

- in partnership with The Good Goods / in english

Fashion must become a restorative industry. Beyond organic, regenerative fashion is a new approach where clothing becomes a resource and not a waste, increasing biodiversity, enriching the soil and reducing global warming.

→ **Moderator:** *Victoire Satto*, Co-founder & EIC, host of the podcast ON(WARD) FASHION chez The Good Goods. - **Speakers:** *Arizona Muse*, Activist, Sustainability Consultant, Model / *Nina Marenzi*, Founder & Director at The Sustainable Angle & Future Fabrics Expo / *Elisabetta Baronio*, CSR & Sustainability Manager, Timberland EMEA.

3 pm: Circularity - Vision and reality in the fashion industry - in english

Why are sustainability and circularity major issues? Through the example of Bestseller, let's talk about recycled and/or sustainable materials! TENCEL™ x REFIBRA™ - Lenzing's circularity fibre is presented in the FWD laboratory of Bestseller. Circularity also includes the biological cycle. An invitation to share about renewable raw materials, biodegradability and compostability of man-made cellulose fibres. An enlightened vision of this challenge that concerns us all, from different angles!

→ **Moderator:** *Karine Porret*, journalist - **Speakers:** *Camilla Skjønning Jørgensen*, Sustainability, Materials & Innovation Manager at Bestseller A/S, Denmark / *Johannes Stefan*, Commercial Director Europe & Americas, Turkey at Lenzing AG, Austria.

4 pm: Creative by nature - Designers adapting to change - in english

International Woolmark Prize finalists Emily Bode and Charaf Tajer explore how the impacts of 2020 have changed their businesses, discuss their approaches to creativity and production and highlight the importance of choosing natural fibres in the current global environment.

→ **Moderator :** *Karine Porret*, journalist - **Speakers:** *Charaf Tajer*, Founder & Creative Director of Casablanca & International Woolmark Prize Finalist 2021 / *Emily Bode*, Designer & International Woolmark Prize Karl Lagerfeld Award for Innovation Winner 2020 .

THURSDAY, FEBRUARY 18TH, 2021

10 am: The experience of the chinese model and impact on the brand - in english

China is the largest country to emerge from the crisis and go from defensive to offensive. How can a fashion brand play to win, and address successfully to Chinese consumers?

→ **Moderator:** *Karine Porret, journalist* - **Speakers:** *Vladimir Djurovic, CEO of Labbrand / Luc Buono, Founder and Creative Director at Luc Buono Consulting.*

11 am: Season Trend Tasting - in english

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→ **Speaker:** *Lucie Jeannot, Première Vision Fashion Team.*

2 pm: Distributors' sourcing strategies: what answers are emerging to the 2020 health crisis? - in english and in french

The 2020 health crisis has had a major impact on the fashion eco-system. What will the new sourcing map look like? Is the balance between local and far-shore sourcing being called into question? Will China be the big winner in this new context? Drawing on both foreign-trade statistics and the results of an entirely new survey, the IFM's Economic Observatory provides an overview of the current situation and potential prospects for distributor sourcing strategies.

→ **Moderator:** *Karine Porret, Journalist* - **Speaker:** *Gildas Minvielle, Director of the Economic Observatory at the Institut Français de la Mode.*

3 pm: Color Trend Tasting - in english

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→ **Speaker:** *Manon Mangin, Première Vision Fashion Team.*

FRIDAY, FEBRUARY, 19TH, 2021

10 am: Color Trend Tasting - in english

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→ **Speaker:** *Manon Mangin, Première Vision Fashion Team.*

11 am: Circularity in fashion: recycling is the new power - in english

Transforming a problem into a useful resource by recycling clothes to create new fabrics: what are the costs, the technologies, the obstacles and the tips to know?

→ **Moderator:** *Karine Porret, journalist* - **Speakers:** *Fabrizio Tesi, Director, Comistra.*

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→ **Speaker:** *Lucie Jeannot, Première Vision Fashion Team.*

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