

100%
Digital Edition

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PRESS KIT

CLOUD OF FASHION
PREMIÈREVISION
PARIS

THE DIGITAL SHOW:

A 100% DIGITAL EDITION OF PREMIÈRE VISION PARIS FEBRUARY 15 TO 19

Première Vision Paris is centering its efforts on a 100% digital February show, in order to continue to support the creative fashion industry and set the stage for the recovery expected to get underway in 2021.

The digital show, a week-long event running this February 15 to 19, will thus be launching new industry-targeted services, and reflects the marked acceleration of the group's digitization. At this time, Première Vision will also be launching its new, single and integrated website, which will be rolled out in several stages over the course of 2021, bringing together all of its shows and its Marketplace.

Throughout the last few months, Première Vision has been engaged in supporting the international fashion industry as it faces the difficult challenges posed by the Covid-19 health crisis, introducing new and innovative e-commerce features to its Marketplace, and speeding the development of its digital system.

Since September, Première Vision has helped to maintain the industry's business activity and motivate its community by successfully organizing 2 digital events and 2 shows, thus allowing creative fashion brands and manufacturers to continue to work and support their businesses:

- The *Première Vision Made in France show* at the Carreau du Temple on September 1st and 2nd: 98 exhibitors, a record attendance of 3,528 visitors..
- The *Première Vision Paris Digital Show* on September 15 and 16: 1,675 e-shops, more than 43,000 products, 19,500 unique visitors from nearly 120 countries, over 4,000 participants in the digital talks...
- *Première Vision Shenzhen* from November 25 to 27: this new event held in China is a side-by-side show located in the heart of Fashion Source - one of the leading textile and fashion trade shows in Asia, held twice a year in Shenzhen.
- The *Digital Denim Week*, an online event standing in for the Denim Première Vision show, from November 30 to December 4.

GILLES LASBORDES, MANAGING DIRECTOR OF PREMIÈRE VISION:



«While the prospect of an upturn, aided by the arrival of vaccines, seems to be shifting to the second half of 2021, the digital transformation of the sector has entered a new phase thanks to the widespread adoption of digital technologies and the implementation of new services. These have helped brands to sustain and personalize their customer relationships, and assist them more closely in the purchasing process.

At the same time, buying patterns have changed. Sustainability, transparency and traceability are increasingly central to consumer expectations, just as local manufacturing and the «Made in» phenomena. These developments all present incentives and opportunities for

brands and industry professionals to develop new know-hows, innovate and adapt their offer to these evolving sourcing methods.

In addition, we remain convinced that this crisis has demonstrated the extreme necessity and vitality of physical trade shows, which are essential to ensure creative and business interactions between fashion brands and their suppliers.

We confirm our goal of holding our trade fairs and events slated for 2021, on a course that will henceforth combine physical and digital events. The evolution of the current health situation will set the pace for this resumption.

Our digital events are much richer now, and they will continue to grow increasingly sophisticated and performant for the market. They already allow all industry players - buyers, creative teams, decision-makers, and of course suppliers and manufacturers - to come together, continue interacting, and discover.»

The Digital Show, from February 15 to 19, will be focused on 4 event-drivers:

- **The international, creative and complementary offer of 1,500+ exhibitors presented on the Première Vision Marketplace** - yarns, fibers, fabrics, accessories and components, designs, leathers and garments - with a more effective interactive digital catalog to facilitate products' presentation, and buyers' sourcing:
 - > **For exhibitors:** quick and easy uploading of their collections of materials to their e-shops, including an unlimited number of products, and the ability to create private catalogs for their privileged customers.
 - > **For buyers:** the ability to easily select, pin, sample and order products.
- **Inspiration and creation:**
 - > **Exclusive fashion decodings** and comprehensive online fashion information to inspire, guide and assist in the design of the Spring Summer 22 collections;
 - > **A unique color range**, to order or download online;
 - > **Virtual forums** to showcase the exhibitors' new products;
 - > **Inspiring fashion webinars** from Première Vision's fashion team.
- **Networking via the Première Vision Marketplace**, to help fashion brands and suppliers strengthen their interactions and develop their business thanks to optimized and additional functions and features:
 - > More efficient customer/supplier link-up tools to improve direct contact and remote business interactions, including **the launch of video conferencing appointments via the video-call features of WhatsApp and Facebook Messenger, to personalize meetings and facilitate the presentation of material collections.**
 - > **More immersive multimedia company profiles** to energize the presentation of our exhibitors' business activity, with information about the company - contacts, know-hows, specificities, etc. - illustrated by images, texts and videos, and the ability to highlight specific product information via photos or videos.
- **A program of 13 Digital Talks and Webinars** to explore the fashion industry's coming challenges through the eyes of industry pros and experts (see details in the attached program).
 - > **The Digital Talks**, each lasting 30 minutes, **will premiere during the Digital Show, and subsequently be made available for replay on the www.premierevision.com website.** In some cases, live chats will allow viewers to interact with participants.
 - > **[Register here](#) to watch them.**

1,500+ EXHIBITORS, 6 ACTIVITY SECTORS, 45+ COUNTRIES

For one week, from February 15 to 19, the **Première Vision Paris Digital Show** will welcome to its Marketplace the latest product developments and manufacturing solutions from over 1,500 exhibitors.

A selective and creative offer of materials and services to assist fashion, accessories and footwear brands create and design their spring-summer 22 collections:

- > **Over 1,500 active online boutiques in 6 activity sectors:**
50+ spinners and fiber producers, 820+ weavers, 170+ tanners, 285+ accessory and component manufacturers, 90+ design studios and 75+ fashion manufacturers.
- > **Nearly 32,000 available products:**
300+ yarns and fibers, 21,000+ fabrics, 1,400+ leathers, 7,000+ accessories and components, 1,100+ designs and decorations, 1,600+ manufactured items.
- > **Over 45 exhibitor-countries:**
Top 5 exhibitor countries : 1. Italy / 2. France / 3. Turkey / 4. Spain / 5. China.

This offer is evolving daily in line with recent registration figures and the uploading of exhibitor collections to the Marketplace. After the Digital Show, the offer will remain available online throughout the season. .

THE DIGITAL SHOW WILL BE HELD ON A SINGLE DIGITAL PLATFORM: WWW.PREMIEREVISION.COM

Whereas in September the show's digital event was split between the **Première Vision website** (fashion content, news, catalog, etc.) and the **Marketplace** (offer, product content), this February it will be fully incorporated on one single platform: www.premierevision.com.

In 2021, to improve greater clarity and efficiency, **Première Vision** will bring together its various French and international shows, as well as the Marketplace, on one single website, in an effort to:

- > Simplify understanding of the global offer of its events,
- > Streamline and improve visitor itineraries,
- > Optimize the value of the exhibitors' offer,
- > Enable more effective communication,
- > Develop new features and services to speed both the digitization and humanization of e-commerce.

The new platform will be progressively integrating the various events in 3 stages: in February, in July and at the end of 2021.

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