

22 AUTUMN
23 WINTER
AW



© Eleonora d'Angelo

PHYSICAL & DIGITAL

21>23 September 2021

Paris Nord Villepinte

20>24 September 2021

premierevision.com

PRESS REPORT
Thursday 30 September 2021

CLOUD OF FASHION
PREMIÈREVISION
PARIS

PREMIÈRE VISION PARIS : AN EDITION MEETING TOMORROW'S FASHION CHALLENGES



The leading trade show for the world's upstream creative fashion industry, Première Vision Paris successfully rallied key market players around core issues impacting the sector in this recovery period. **The hybrid September 2021 edition** - featuring a physical event held at the Parc des Expositions de Villepinte and a Digital Show - sought to shed light on and support the latest industry transformations, **from designers' new criteria when choosing materials, to new industrial standards embracing sustainability, to updated design processes and more.**

At a time when the sector's recovery is encouraging industry players to meet to do business, Première Vision Paris proved a driving event for the entire profession. For its first hybrid edition, the show successfully energized its audience, bringing them together both in person and online. **The global event welcomed over 62,800 visitors - including 17,100 present for the 3 days of the physical show - and 903 exhibitors. Some 57% of visitors were international.**

Première Vision's expertise in analyzing trends helped visitors take stock of the industry's main developments around 2 core drivers - eco-minded innovation and creative processes.

At its Smart Creation space, dedicated to innovation, some 26 players from around the world presented their inspiring creative initiatives involving recycling, traceability and innovative textiles, which are helping to shape the new contours of the industry; while at the online show, 4,000 industry professionals took part in the Digital Talks, primarily dedicated to these new strategic stakes.

This eagerly awaited edition saw its efforts rewarded by the mobilization of the entire industry in an upbeat environment perfect for renewing ties, and also marked a creative renewal for tomorrow's fashions.



**Gilles Lasbordes,
Managing Director of Première Vision:**

«After 18 months, Première Vision Paris has marked its return: the show was held according to schedule, visitors were of a high caliber, the health safety measures were reassuring, the trend areas were more inspiring than ever, and both the business dynamics and a spirit of festivity were very much in evidence. This confidence is the cornerstone of the 2022 relaunch. This was our first hybrid event. Drawing on the power of digital to support the physical show helped us deliver a strong and international event. Our top countries show little change thanks to the amplified reach of the internet, and buyers are divided up according to their travel constraints. Confidence is there too and we can only hope for the best for 2022, with a 2022 calendar that is now being drawn up in a calmer fashion.»



PREMIÈRE VISION PARIS IN FIGURES

Visitors: 62,868, including 17,100 at the physical show.

Attendance by geography: A total of 43% French visitors and 57% international professionals including Europeans (from Italy, the UK, Germany, Belgium, Spain, Portugal, Netherlands), as well as Turkish and American visitors.

The Première Vision Marketplace:

- Number of e-shop page-views: 79,000
- Number of product pages viewed: over 124,000
- Digital Talks : 4,000 participants

Visit www.premierevision.com to discover the creations of the Première Vision Paris exhibitors and the fashion team's seasonal decodings in our 3D Forum and dedicated articles. You can also find all the Digital Talks online, available in replay.

CALENDAR FOR THE END OF 2021 AND FIRST SEMESTER 2022

- **Denim Première Vision Milan:** October 13 and 14
- **Première Vision Shenzhen:** October 13-15
- **Blossom Première Vision in Paris:** December 6 and 7
- **Première Vision New York:** January 18 and 19, 2022
- **Première Vision Paris:** February 8/9/10, 2022
- **Made in France PV:** March 30 and 31, 2022
- **Denim PV Berlin:** May 17 and 18, 2022
- **Première Vision Paris:** July 5/6/7, 2022



PRESS CONTACTS

PREMIÈRE VISION

Igor Robinet -Slansky

Press Manager

T. +33(0)1 70 38 70 30

M. +33(0)6 42 06 31 02

i.robinet@premierevision.com

Claudie Le Souder

Director of Communications

M. +33(0)6 85 80 67 33

c.lesouder@premierevision.com

MONET + ASSOCIÉS

T. +33(0)4 78 37 34 64

Véronique Bourgeois

vb@monet-rp.com

M. +33 (0)6 64 22 55 56

Justine Dupuis

jd@monet-rp.com

M. +33 (0)6 98 98 95 80

2^E BUREAU

T. +33(0)1 42 33 93 18

Sylvie Grumbach

sylvie.grumbach@2e-bureau.com

Marie-Laure Girardon

M. +33(0)6 82 40 73 27

m.girardon@2e-bureau.com