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PRESS KIT

9 JUNE 2022

5 – 7 JULY 2022

PARIS NORD - VILLEPINTE

PREMIÈRE**Vi**sion
The art & heart of fashion

**PREMIÈRE VISION PARIS PUTS IN EFFECT
ITS NEW CALENDAR THIS 5, 6 & 7 JULY,
WITH A CREATIVE OFFER
FROM 1,190 EXHIBITORS,
A BOOSTED COMMITMENT TO SUSTAINABILITY
AND BRAND NEW SERVICES**

Initially announced in early 2020 and slated to take effect in 2021, the revised Première Vision Paris calendar was delayed due to the pandemic. The new calendar now comes into effect in 2022 with a hybrid event that, in lieu of the show traditionally held in September, will take place in July to accompany the creation of the Autumn Winter 23-24 collections:

- A physical show running 5, 6 & 7 July 2022 at the Parc des Expositions de Paris Nord Villepinte.
- The Digital Show from 4 to 8 July 2022 online on the Première Vision website and Marketplace.

Visitors - buyers, designers, production managers, fashion and accessory brand managers, etc. - **can discover new creative proposals and products from 1,190 exhibitors** - spinners, weavers, tanners, textile designers, accessory and component makers, fashion manufacturers - **chosen by a Selection Committee of industry experts and professionals. This extremely high quality and international offer is up by 32%** over September 2021 (900 exhibitors) and **by 10%** over February 2022 (1,080 exhibitors). Visitors are mainly European, led by Italy, France, the UK, Spain, Portugal and Germany, the Mediterranean basin (Turkey, Morocco, Tunisia etc.) and Asia (Japan, Korea, India, China etc.)

This edition also marks Première Vision's strengthened and purposeful commitment to respond to the sector's new needs, and accompany it in its environmental and social transition. This engagement includes a program of 12 initiatives, including the new ones listed below, to **inform industry players** and **provide them with concrete solutions** in terms of eco-responsible sourcing and production:

- Smart Creation area dedicated to responsible innovations
 - New Eco-Innovation forum
 - New Eco Entrance, an informational area at the entrance to Hall 4
 - New Eco-Innovation Trend Tasting seminar
 - Conferences dedicated to the challenges of sustainability held at the show and online
 - 2 white papers to guide professionals
 - Study conducted with the IFM to determine consumers' purchasing criteria and assess their knowledge of sustainable materials
 - Information and edifying content online in our Smart Keys articles to explain and explore all the issues surrounding sustainability.
- More details below.

Première Vision Paris is also launching a range of new tools to better assist visitors, and guide brands and buyers in their sourcing of materials for Autumn Winter 23-24. Among them:

- Fashion Information Desk (Hall 6 Plaza)
 - Emerging Brands Desk (Hall 6 Plaza)
 - Fashion Information Center (Hall 6 Plaza)
 - 5 forums and fashion inspiration areas at the show
 - Guided tours of the Forums
 - New interactive map
- More details below

ON THE PROGRAMME AT THIS NEW EDITION OF PREMIÈRE VISION PARIS:

- **The selective offer and latest developments from 1,190 exhibitors from 44 countries**, which can also be discovered online on the Première Vision Marketplace.
- **Fashion information and new trend-decoding tools to inspire and guide visitors:** Première Vision Autumn Winter 23-24 **color range**; **5 forums** and fashion inspiration areas at the show, including the return of the Leather forum; an online **3D Forum and Live Sourcing** session; **Trend Tasting** seminars (at the physical show and online); decodings and informative content in the **online magazine** on the Première Vision website, and more.

› *More details below.*

- **New tools for optimized sourcing:**
 - › **Fashion Information Desk** (Hall 6 Plaza): to help steer buyers to the materials and suppliers that are right for them.
 - › **Emerging Brands Desk** (Hall 6 Plaza): to help young brands organize their visits and guide them in their search for materials, according to their needs, market and products. With the participation of the Tranoi team.
 - › **Fashion Information Center** (Hall 6 Plaza): An informative space to explore the secrets behind the show's ever more cutting-edge and sustainable fashion information, and the exclusive tools created by Première Vision to guide and assist visitors throughout the year.
 - › **Guided tours of the Forums:** Several times a day, guided tours will take place in the Essentials & Eco-Innovation forums to provide a better understanding of the season and assist buyers in their search for suppliers (limited to 15 people, by reservation only, in French, English, Italian and German).
› *Tour schedule below.*
 - › **A new interactive map** to help visitors find their way around the show more easily. It can be accessed via an online app, or, as always, a paper map/guide.
- **Enhanced tools to facilitate more informed and responsible sourcing:** *Smart Creation area, Eco-Innovation Forum, Eco-Innovation Trend Tasting seminar, conferences dedicated to the challenges of eco-responsible fashion, Eco-Entrance information area (Hall 4 entrance).*
› *More details below.*
- **A series of 20 conferences, including fashion seminars and a Live Sourcing experience**, both live at the show (Talks Area in Hall 4) and online during the Digital Show. Video replays are available on the Première Vision website.
- **Opportunities to meet and exchange ideas with buyers and suppliers at the show's stands, and online on the Première Vision Marketplace** thanks to a networking system with enhanced features: optimized supplier search paths and a more efficient selection process; an easy organization of favorites; highlighting of products selected for fashion forums...



PARIS

SILVER GARDEN PARTY

5 JULY
FROM 5:30PM
PATIO, HALL 5

LET'S CATCH UP & HAVE FUN!
ICE CREAM . DRINKS & FOOD . MUSIC

PREMIÈRE**VISION**
The art & heart of fashion

SAVE THE DATE

TUESDAY, 5 JULY
FROM 5:30 PM TO 9:30 PM

To celebrate this new summer edition and relax
after the first day of the show, join us for drinks
and music at the fun and sparkling

SILVER GARDEN PARTY



“

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

We are readying this new edition of Première Vision Paris with a sense of both optimism and caution.

First and foremost we're excited, because this show is the first in our new schedule, which was initially planned for 2020 but postponed due to the health situation. Changing dates is always a challenge for an international event like ours. But it is a well-considered choice that we have anticipated and prepared for, and above all one that meets the expectations of our exhibiting and visiting partners. We are therefore delighted to launch this new calendar, knowing that the collections of our exhibitors will be ready - and creativity in the air - for the launch the Autumn Winter 23-24 season this July.

Secondly, we are optimistic because the health situation in the world is improving, thus permitting, with some exceptions, greater flexibility in international travel. Last February, Europeans returned to the show in large numbers. In addition to this European presence, we hope that this new edition of Première Vision Paris will also see the return of non-European visitors.

And we are also optimistic because our offer has grown again this season, and we are delighted to be welcoming nearly 1,190 companies from 44 countries (vs. 900 in September 2021). The offer continues to be selective, creative and innovative, but also and above all more and more eco-designed and eco-produced. The entire industry is now concerned by this transformation, and this season we are further strengthening our efforts to engage the entire industry in this fundamental shift towards more sustainable and ethical fashion. This commitment is the foundation of our future initiatives.

However, we also remain cautious, because while the health situation is improving, the international situation remains unpredictable due to the unrest related to the war in Ukraine. Political instability has economic consequences, and we are experiencing a record level of inflation, which is impacting the consumer outlook. The fashion industry is experiencing supply difficulties, and is facing an unprecedented increase in raw material and energy prices.

In this context, companies need more than ever to meet, share ideas and find solutions together. In terms of its offer, fashion information and inspiration, programme, tools and content, Première Vision Paris is ready to welcome and accompany the industry's professionals at the Villepinte show, as well as online on our Marketplace, which has integrated new features to optimize the sourcing experience and facilitate networking. See you from 4 to 8 July for our Digital Show, and from 5 to 7 July for the physical show.

”

I. PREMIÈRE VISION PARIS: A NEW CALENDAR TO MATCH THE NEW PACE OF COLLECTIONS

Since February 2022, the dates of Première Vision's flagship event, **Première Vision Paris**, have **changed**. The show now welcomes visitors - buyers, designers, production heads, fashion and accessory brand managers - **and exhibitors** - spinners, weavers, tanners, textile designers, accessory and component makers and fashion manufacturers - **in early February for the spring-summer collections and during the first half of July for the autumn-winter collections.**

For Première Vision, a leading player in the global creative fashion industry, advancing the dates of Première Vision Paris makes it possible to meet the demands of the market, which has seen a significant expansion in terms of its design and collection-delivery calendars.

After examining the results of a European-wide survey (France, Italy, Germany, the UK, Spain) of 1,765 industry professionals conducted on its behalf by the Institut Français de la Mode, and communicated in the 1st quarter of 2020, the Première Vision group decided to bring forward its traditional dates (mid-February for spring-summer, mid-September for autumn-winter) to meet its audience's new needs in terms of inspiration and materials' selection.

The results of the survey indicated that 72% of the brands surveyed favored advancing the show to the end of January/early February, and 69% favored an event held at the beginning of July.

This strategic decision to advance the dates was further encouraged by a large-scale survey, conducted in 2020 and repeated in the 3rd quarter of 2021, of industrialists and Première Vision's exhibiting partners. The vast majority of them were in favor of bringing the show forward to the new early February/July calendar.

➤ *The report of the study conducted by the Institut Français de la Mode is available upon request.*

As a result of these changes, the Blossom Première Vision show, launched in 2016 and dedicated to luxury and high-end brands, will now be held annually. It will take place each year in December to accompany these ultra-creative companies build their spring-summer collections, while autumn winter developments will be presented alongside the main collections in July at Première Vision Paris.

NEW: THE FASHION RENDEZ-VOUS SHOW LAUNCHES THIS SEPTEMBER

Starting in September 2022, Première Vision will be holding a new show
THE FASHION RENDEZ-VOUS
in central Paris the first week of September.

This event has been designed to complement the July edition of Première Vision Paris, to help brands and buyers finalize their autumn-winter collections.

Fashion Rendez-Vous will bring together an international offer targeting all market ranges from some 200 exhibitors: weavers, accessory makers, design studios, fashion manufacturers, tanners and representation agents. Show exhibitors meet Première Vision's selection requirements and are also committed to Première Vision Paris.

**DATES:
7 & 8 SEPTEMBER 2022 AT THE CARREAU DU TEMPLE IN PARIS.**

II. A CREATIVE PHYSICAL AND DIGITAL OFFER

1. 1,190 EXHIBITORS FROM 44 COUNTRIES

In total, the hybrid Première Vision Paris event will showcase a creative offer from **1,190 international exhibitors from 44 countries, including 84 new companies** chosen by the Première Vision's experts and selection committee:

- **1,132 companies will present, in person at the show and online on the Marketplace**, their latest material developments - yarns & fibers, fabrics, leathers, textile designs, accessories & components, sustainable innovations - and fashion-manufacturing solutions for ready-to-wear, accessories and footwear.
- **58 weavers, tanners, design studios, accessory and component makers, and fashion manufacturers will be presenting their collections and manufacturing solutions exclusively online on the Première Vision Marketplace and via the Digital Show**, which is accessed via the Première Vision site.

This complementary and international offer covers all activity sectors, segments and market levels of the creative fashion industry to drive the design and building of the coming collections of clothing, shoes and accessories for Autumn Winter 23-24

➤ *The list of exhibitors is available on the [Première Vision website](#).*

BREAKDOWN OF EXHIBITORS BY ACTIVITY SECTOR

SECTOR	EXHIBITORS
PV YARNS	47
PV FABRICS	594
PV LEATHER	132
incl. Leather Manufacturing	18
PV DESIGNS	56
PV ACCESSORIES	197
PV MANUFACTURING	126
SMART CREATION	38

TOP 10 EXHIBITING COUNTRIES

SECTOR	EXHIBITORS
Italy	326
Turkey	212
France	154
Portugal	63
China	57
Spain	50
Republic of Korea,	45
India	30
United Kingdom	30
Japan	27

2. THE PREMIÈRE VISION MARKETPLACE

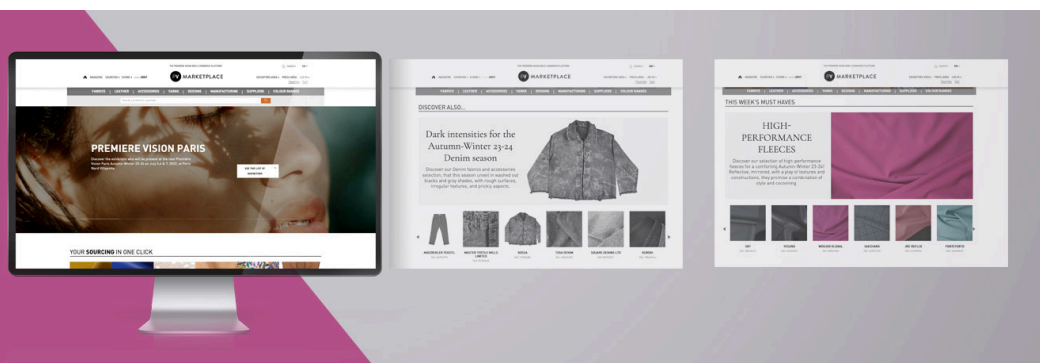
a. The Première Vision Marketplace in figures

- **Companies :**
 - › **2 217 online e-shops** in the first half of 2022 (vs. 2,040 at the end of 2021)
 - › **232 608 company page-views** in the first half of 2022 vs. 354,260 in 2021
- **Product offer:**
 - › **71 493 products online** in the first half of 2022 (vs. 61,500 at the end of 2021)
 - › **538 138 product page-views** in the first half of 2022 vs. 1,129,500 for the year in 2021
- The Première Vision Marketplace has **66,275 registered buyer accounts** to date.

b. Optimized visit paths

To help buyers prepare their visit to the physical show and search for suppliers during the Digital Show - and beyond - the Première Vision Marketplace is optimizing its visit paths with more efficient product search and selection processes. This includes:

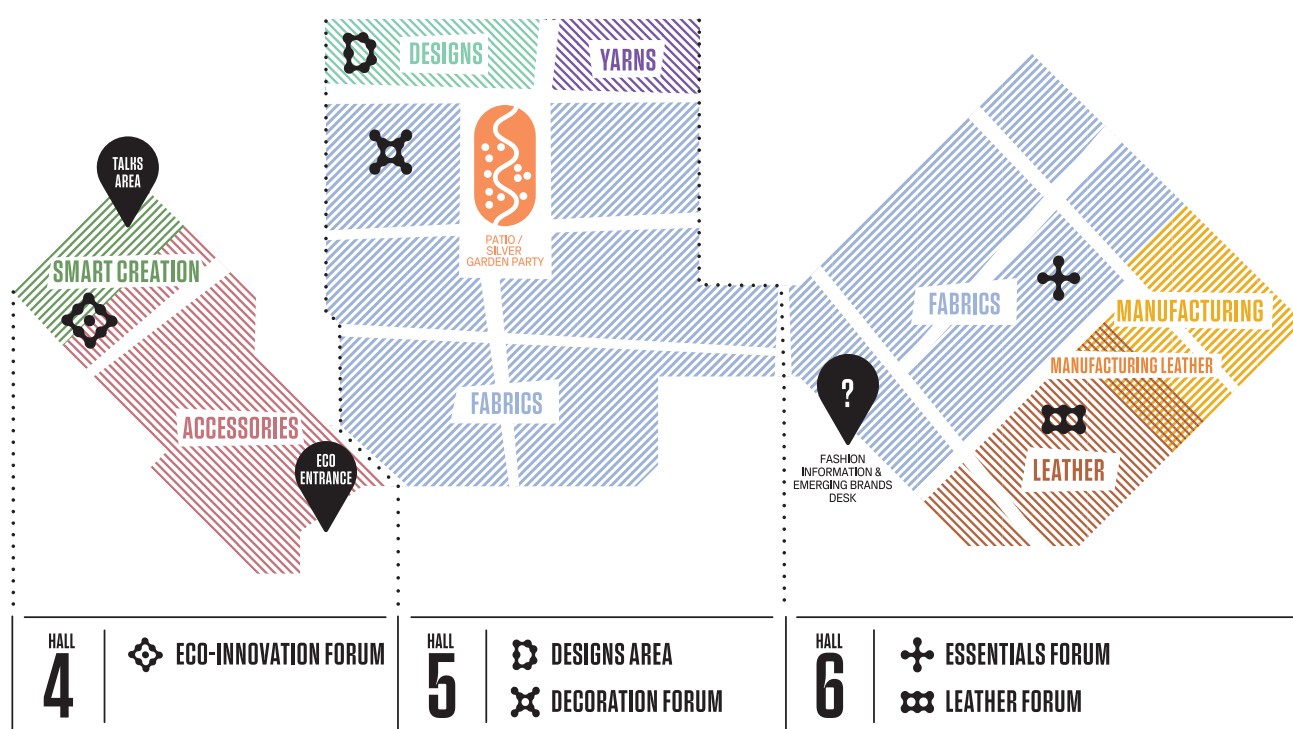
- **Specific targeting of NEW EXHIBITORS**, to identify new companies at the show and discover new potential partners.
- **SMALL QUANTITIES targeting**, to identify companies with low minimum production volumes (spinners, weavers, accessory makers, tanners): single items, capsules, fabric production of under 50 meters, purchasing of fewer than 100 pieces of accessories and components, 1 to 10 leather skins...
- **ECO-RESPONSIBLE targeting**, to help find the innovative companies from the *Smart Creation* area, along with companies at the show who meet existing and recognized international certifications.
- **LOCAL SOURCING targeting**, to enable buyers to find local partners or partners from a given geographical area.
- **SPORT & TECH targeting**, to identify suppliers of materials for the sport and technical performance markets.
- **MOTIFS & PATTERNS targeting**, to bring together textile design specialists (studios, designers) and decoration and print specialists.



3. SHOW LAYOUT AND ORGANIZATION

This season, the show's offer will be presented in Halls 4, 5 & 6, and organized by activity sector and know-how as follows:

- **Première Vision Yarns** - developments in yarns and fibers: Hall 4 (North)
- **Première Vision Fabrics** - latest fabrics: Halls 5 & 6
- **Première Vision Leather** - creative leather innovations: Hall 6
- **Première Vision Accessories** - components and accessories for fashion, leather goods, footwear and fashion jewelry: Hall 4
- **Première Vision Designs** - creative proposals for textile designs: Hall 5 (North)
- **Première Vision Manufacturing** - manufacturing solutions for the apparel industry: Hall 6
- **Première Vision Manufacturing Leather** - manufacturing solutions for leather goods and footwear: Hall 6
- **Smart Creation** - product developments and innovative solutions for more eco-responsible fashion: Hall 4



PRESS CLUB

As at the last two editions, the **Press Club** is located together with the Platinum Club, and will welcome journalists and VIPs on the **mezzanine of Hall 4**.

III. ECO-RESPONSIBILITY: MORE THAN EVER CENTRAL TO PREMIÈRE VISION PARIS' COMMITMENTS

As the leading global platform for meetings, business and communication for the fashion industry, Première Vision enjoys the unique advantage of being in contact with the entire supply chain. A true creative observatory, Première Vision is at the very heart of fashion-industry innovations - and among the most striking and growing changes in recent years has been the development of an offer increasingly committed to eco-responsibility. A transformation that continues to be developed for next season with more and more creative and eco-responsible developments, integrated into all the activity sectors present at Première Vision Paris, and for all markets.

Through its Smart Creation program, launched in 2015, Première Vision provides fashion professionals ideas and solutions to meet their new needs and assist them in their transformation towards greater eco-responsibility.

The entire fashion industry is effectively impacted by this irreversible trend:

- **Consumers** - especially the younger generations - are increasingly insisting on and calling for more transparency.
- **Brands are** now voluntarily integrating eco-responsibility and ethical approaches into their strategy, with increasingly strong commitments (transparency and traceability of sourcing, production processes, etc.)
- **The industry** itself is mobilizing and investing to create and produce in a more responsible and rational manner

For Première Vision, sustainable development is thus a real groundswell that will:

- Redefine the way collections are designed and produced,
- Develop new business models,
- And thus stimulate fashion's growth.

SMART CREATION

The 'Smart Creation' study and information platform was launched in 2015 by Première Vision to promote the responsible offer at its shows, and showcase a new generation of values combining creativity, innovation and sustainability.

Its goal: to create new perspectives and new competitive advantages for the entire fashion industry and thus pave the way to new development and growth opportunities for fashion.

Drawing on its expertise, and the specially adapted tools and content developed at its trade shows and on its website, Première Vision seeks to:

- **Help engage the entire industry** in designing and producing collections that integrate the values of today's and tomorrow's creative, innovative and responsible fashion
- **Promote and broaden the use of best practices and responsible approaches (environmental and ethical) of companies in the sector:** sourcing (raw materials - yarns, fibers, fabrics, leathers, accessories), transformation processes (transparency, traceability), production (industrialization), life of the finished product (life span, care, recycling and environmental impact, etc.)
- **Provide concrete solutions** in terms of eco-responsible sourcing: everything starts at the design stage and the raw material
- **Decode the major challenges facing the sector and provide information** regarding the issues at stake in a more ethical and sustainable fashion industry
- **Promote and develop the sharing of ideas** between professionals on these issues

This is a strong, priority commitment for Première Vision, one constantly being strengthened and set to be further developed at the next edition of its flagship event, Première Vision Paris*.

➤ *More information to come.*

1. THE SYSTEM PUT IN PLACE BY PREMIÈRE VISION

In concrete terms, the system and solutions proposed by Première Vision are structured around;

IDENTIFYING AND PROMOTING AN ECO-RESPONSIBLE OFFER:

- **The Smart Creation space at Première Vision Paris, which presents 38 of the industry's most committed, inspiring and visionary companies:**
 - › Eco-designed, organic or recycled materials; sustainable finishings and treatments (dyes, treatments, prints); innovative and eco-responsible creative and production processes; products and technological solutions facilitating eco-design and traceability; global circular approaches; labels and more.
- **NEW! The Eco-Innovation forum** at Première Vision Paris presenting a cutting-edge selection of the show's creative and responsible offer:
 - › **To guide visitors** (buyers, creatives and order-writers of fashion and accessories brands) in their responsible sourcing;
 - › **To promote the sustainable products, developments and approaches** of companies exhibiting at the show - spinners and fiber producers, weavers, tanners, accessory and component makers, textile designers, fashion manufacturers.
 - › **Guided tours of the forum by appointment** (maximum 15 people, in English, French and Italian)
> *Detailed schedule below.*
- **NEW! Eco-Innovation Trend Tasting** (*Online and at the show*)
A new seminar created by the Première Vision fashion team to better meet industry expectations, providing a concrete look at the season's eco-responsible developments: key trends and sustainable innovations in fabrics, leathers and accessories.
- **NEW! The Eco Entrance**, in the corridor leading to the entrance of Hall 4, presenting the various facets of Première Vision's commitment to eco-responsibility in a fun and informative way.
- **Performance Codes to help visitors find their way around the eco-responsible offer** at the Première Vision shows and its online Marketplace. Created by Première Vision, these performance codes, indicated on products found in the Eco-Innovation forum and the Marketplace, are a simple, informative way to better source eco-designed materials:
 - › **Organic material:** product composed of more than 50% natural organic material
 - › **Biobased polymers:** synthetic material obtained from a minimum of 30% of renewable biobased resources
 - › **Recycled material:** material composed of more than 30% recycled material, natural or synthetic
 - › **Reduced chemical impact finishing:** Treatments, dyes, prints and finishings that reduce the use of chemicals
- **The Première Vision Marketplace:**
 - › **An optimized visit path and a specific ECO-RESPONSIBLE targeting** to find the innovative companies presented in the Smart Creation area, and companies at the show meeting existing and recognized international certifications.

INFORMATIVE CONTENT AND EXPERT SPEAKERS PROVIDING ANALYSES AND INFORMATION:

- **IFM x Première Vision 2022 study:** this latest new study, conducted in April 2022 within the framework of the IFM-Première Vision chair, presents **the new purchasing criteria of European (France, Italy, Germany, United Kingdom) and American (USA) consumers in terms of eco-responsible fashion**, making it possible to assess their **level of knowledge as to sustainable and eco-designed materials**.
 - › Study results will be shared at the show during a conference hosted by Gildas Minvielle, Director of the IFM Economic Observatory, on Tuesday 5 July at 4 pm (Conference area in Hall 4, available in replay afterwards on the Première Vision website).
- **Conferences:** engaging conversations focusing on the challenges of eco-responsibility, exploring solutions and innovations by textile professionals (at the physical show and available for replay online).
 - › Details found in the following show programme
- **Smart Keys:** informative, easily applicable articles to help understand the key sustainability issues and shift towards ever more enlightened sourcing (available on the Première Vision website).
- **The Smart Creation podcast:** available monthly to explore the potential of sustainable fashion, with expert guests proposing new lines of thought.
- **An «eco-responsibility» section** in the Première Vision 'Magazine', found on its website, presenting the latest news about eco-designed fashion ([available here](#)).
- **The FASHION & SUSTAINABILITY white paper**, a two-part document designed to shed light on the major sustainability issues facing the industry.

NEW:

THE PREMIÈRE VISION «FASHION & SUSTAINABILITY» WHITE PAPER

To understand the keys and issues involved in making fashion more eco-responsible, Première Vision has published a two-part white paper for industry professionals:



1ST PART

(published end of March 2022):

Recycling, biosourcing, traceability and biodegradability - here Première Vision provides an overview of the industry's major challenges in terms of building a cleaner future for fashion.

[DOWNLOAD HERE.](#)



2ND PART

(published end of April 2022):

here, Première Vision provides the keys to committed sourcing by detailing concrete innovations and solutions, sector by sector, activity by activity (textiles, leather, denim, etc.)

[DOWNLOAD HERE.](#)

2. CORPORATE SOCIAL RESPONSIBILITY, AT THE HEART OF PREMIÈRE VISION'S VALUES

Première Vision's approach in terms of eco-responsibility and innovation goes beyond its commitment on the Smart Creation platform and promoting its exhibitors' sustainable offer.

Première Vision has in fact implemented several procedures to anchor the company and its collaborators in more globally eco-responsible activities at its events, to make them as eco-friendly as possible:

- **Sorting of wood**, plastics, paper, cardboard, etc., entailing the processing of roughly 60 tonnes of waste.
- **Recycling**: Première Vision has partnered with the Co-Recyclage company for the reprocessing of furniture and materials used at its shows, including the fashion forum structures, decorations, carpets, etc. The stands are reused from one session to the next.
- **Redistribution of unsold food**: in partnership with VIParis, manager of the exhibition spaces, Première Vision organizes the daily recovery of unsold food from the show's catering areas. It is then redistributed in a short circuit to food banks such as that of Red Cross.

3. PREMIÈRE VISION, MEMBER OF PARIS GOOD FASHION

Première Vision is a member of the Steering Committee of the Paris Good Fashion association, whose main objective is to make Paris **THE capital of responsible fashion**. Paris Good Fashion brings together industry professionals to take concrete action in favor of more eco-designed fashion.

As the only materials-show member, Première Vision has been identified and appointed thanks to the legitimacy of the Smart Creation platform.

Among the major players in this project:

THE FÉDÉRATION PRÊT-À-PORTER - THE SYNDICAT PARIS MODE - THE FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE (FHCM) - THE LVMH GROUP - THE RICHEMONT GROUP - CHLOÉ - CHANEL - THE KERING GROUP - THE SMCP GROUP - ARIZONA MUSE - THE INSTITUT FRANÇAIS DE LA MODE (IFM) - THE COMITÉ STRATÉGIQUE DE LA FILIÈRE (STRATEGIC COMMITTEE OF THE FASHION INDUSTRY) - THE ELLEN MACARTHUR FOUNDATION - GALERIES LAFAYETTE - ALEXANDRE DE BETAK - THE CITY OF PARIS - THE NFP AGENCY...



**PARIS
GOOD
fashion**

Photo Sophie Delaporte

IV. FASHION INFORMATION AND TREND DECODING DESIGNED TO FUEL CREATIVITY

Fashion forecasting and decoding seasonal trends have been an integral part of Première Vision's DNA since its inception, thanks to its cutting-edge tools and expert fashion team.

In July, both the physical show and the Digital Show will be stepping up their very active role in inspiring and guiding visitors in the building of creative and unique Autumn Winter 23-24 collections.

The fashion information developed by the Première Vision fashion team and its partners will thus be offered in various ways and formats:

- **NEW ! Fashion Information Desk** (Hall 6 Plaza): to guide buyers towards the right choice of materials and suppliers.
- **NEW ! Emerging Brands Desk** (Hall 6 Plaza): Developed especially for emerging brands, this new service offers tailored support and advice for optimized sourcing.
- **NEW ! Fashion Information Center** (Hall 6 Plaza): An illuminating area to take you behind the scenes of the show's fashion information.
- **5 fashion forums and inspiration areas at the show.**
- **A 3D Forum** to find top products from the physical show's fashion areas online at the Digital Show.
- **NEW! Guided tours of the Forums:** several times a day, guided tours will take place in the Essentials & Eco-Innovation forums to provide a better understanding of the season and assist buyers in their search for suppliers (limited to 15 people, by reservation only, in French, English, Italian and German).
- **A Live Sourcing** session to discover and explore products selected and presented by the Première Vision fashion team, to enjoy live at the show or watch online on the Première Vision site.
- **2 Trend Tasting seminars**, in the show's conference area, replayed online on the Première Vision website, to learn more about the key products and leading trends for Autumn Winter 23-24, along with the season's latest eco-responsible developments.
- **The Digital Week's Autumn Winter 23-24 decoding reports** found in the online Magazine. To understand the season, from a general point of view as well as by activity sector and market, thanks to a series of in-depth articles, videos and product selections.
- **Première Vision's exclusive Autumn Winter 23-24 color range**, developed by the Première Vision fashion team and its partners, found at the show's points of sale or to order online on the Première Vision website.



1. AN EXPRESSIVE & ECO-CREATIVE AUTUMN-WINTER 23-24 SEASON

Autumn winter 23-24 places **environmental impact** at the forefront of all its creative approaches: the origin and choice of raw materials, **traceability**, the **circularity of the processes** involved and sustainability throughout a product's **life cycle** are all approached as fundamental considerations, giving rise to virtuous cooperation between craftsmanship and industrial expertise.

In an **Arts & Craft** approach, a **frugal creativity**, rich in ideas yet economical in means is emerging as a powerful way to stand out, go beyond standard products and lend simplicity a richness. New products must find ways to be distinctive and earn their price with visible or intrinsic added-value.

Expressive tactility, fresh visuals and ground-breaking colorations are generated by an **experimental design process** inspired by mutating materials, like an organic laboratory.

The approach to luxury is marked by an **opulent sobriety**, discretion is viewed as a guarantee of uniqueness, and anonymity becomes desirable. The look is spare, radical, even austere, while richness is contained, and the opulence of materials comes from within.

Contemporary reinterpretations trigger irreverent appropriations and freely anachronistic aesthetic fusions.

To emphasize distinctive characteristic, appearances can adopt extreme expressions, materials and volumes rely on a radical materiality with an **overflowing expressiveness**, excessively visible, deliberately demonstrative.

2. NEW! INFORMATION POINTS TO GUIDE BUYERS

a. Fashion Information Desk (Hall 6 Plaza)

A team of advisors and fashion experts will be available throughout the 3 days of the show to help buyers organize their visits, answer their questions and identify any issues, to help guide them towards the right choice of materials and suppliers, and assist them in building their collections.

b. Emerging Brands Desk (Hall 6)

Developed especially for emerging brands, and in collaboration with the Tranoi show, this new service offers support and advice to help young brands better understand the show and optimize their visits, and guide them in their search for materials, depending on their needs, their markets and their products.

- › *In addition, the team from our partner trade show Tranoi will be available Tuesday and Wednesday, 5 and 6 July, from 3 to 5 pm, to answer any questions young fashion brands may have concerning their business development.*

c. Fashion Information Center (Hall 6 Plaza)

An illuminating space revealing the secrets behind the show's ever more precise and eco-responsible fashion information, and the exclusive tools created by Première Vision to assist its visitors throughout the year.

3. FIVE PHYSICAL AND DIGITAL INFORMATION & INSPIRATION AREAS

5 immersive Forums and inspiration areas to discover the season's key products and principle creative and technological innovations to source at the show.



a. 5 inspirational spaces at the physical show

- **Essentials Forum** (Hall 6)
The «ESSENTIALS» forum presents the know-how of weavers, knitters and fashion manufacturers. A focus on the essential fabrics for Autumn-Winter 23-24 by specialty: silkies, knits, shirtings, linings, woolens, for either tailored or casual looks. Highlights of materials and accessories for Sport & Tech and lingerie. This space offers an immersive video for a dive into the season and a discovery of the Première Vision color range.
- **Eco-Innovation Forum** (Hall 4)
The «ECO-RESPONSIBLE INNOVATIONS» forum presents new sustainable developments and highlights for Autumn-Winter 23-24. A selection of fabrics and knits, leathers and skins, accessories and components, and the entire yarn and fiber offer.
- **Decoration Forum** (Hall 5)
The «DECORATION» forum presents highlights of the fantasy fabrics, prints, jacquards, embroidery, lace, accessories, components and embellishments for Autumn-Winter 23-24. This space offers a video immersion in the season and a discovery of the Première Vision color range.
- **Leather Forum** (Hall 6)
Now back at Première Vision Paris, the LEATHER forum presents the latest Autumn-Winter 23-24 products from tanners, tawers and textile manufacturers specialized in leather goods and footwear.
- **Designs Area** (Hall 5)
The «DESIGNS» inspiration area presents the highlights of fantasy designs and patterns for Autumn-Winter 23-24, with motifs and embellishments for prints, embroidery, jacquards and knits, created by Première Vision Designs exhibitors.

b. Two digital sourcing experiences

For visitors who cannot attend the show in person, the Digital Show will offer, in addition to articles dedicated to decoding the season, two new experiences created, designed and presented by the **Première Vision fashion team**:

- **A 3D Forum:**

Thanks to Matterport virtual-visit technology (used by museums during the Covid-19 shutdowns, among others), this unique 3D forum presents the season's material highlights through some 50 references selected by the **Première Vision fashion team** in the **Decoration forum**. By clicking on each product proposed in this virtual space, the visitor will be able to learn about its specificities and qualities, and will be directed to the relevant supplier's online shop on the **Première Vision Marketplace**.

- › *This digital forum will remain online during and after the physical event and the Digital Show.*

- **Live Sourcing session direct from Première Vision Paris**

Our fashion expert, Elsa May, will be live at the **Eco-Innovation forum** for an exclusive presentation of the Autumn Winter 23-24 product innovations in terms of eco-responsibility. Participants may ask questions live, and can add the products of their choice to their favorites or to their shopping cart directly from the **Première Vision Marketplace**.

- › **Tuesday 5 July 2022 from 12:30 to 1:30 pm on the **Première Vision website****

c. NEW ! Guided tours of the forums

At the show, the **Première Vision fashion team offers free guided tours of the **Eco-Innovation and Essentials Forums**. A unique opportunity to decode the latest innovations proposed by **Première Vision** exhibitors with the show's fashion experts. In French, English, Italian and German.**

- › *By reservation only (online on the **Première Vision website**). Visits limited to 15 people per session..*

Tuesday, 5 July **Eco-Innovation Forum**

10am	English
12pm	French
2pm	Italian
3pm	German

Wednesday, 6 July **Essentials Forum**

10am	English
12pm	French
2pm	Italian
3pm	German

Thursday, 7 July **Eco-Innovation Forum**

10am	Italian
11am	German

4. 2 TREND TASTING SEMINARS - AT THE PHYSICAL SHOW AND ONLINE -TO DECODE AUTUMN WINTER 23-24 AND ITS SUSTAINABLE INNOVATIONS

The **Première Vision** fashion team presents two trend tastings, one decoding the season's colors and trends, and one examining the latest developments in eco-responsible sourcing. Presented at the physical show in the dedicated conference area (northern end of Hall 4) and online on the Digital Show, these TREND TASTING presentations enrich the fashion information found at the show and in the forums, and can also be viewed via the Digital Show on the **Première Vision** website.

- **AW 23-24 Fashion Season and Colors Trend Tasting**

A fashion seminar with the essential messages and key fashion choices for the AW 23-24 season, to discover all the new synergies between fabrics, leathers, accessories and patterns. With a decoding of the season's exclusive color range and its essential harmonies, to build and develop collections. Presented by the **Première Vision** fashion team.

- › *To view on the Digital Show:*
Monday 4 July at 11 am
Friday 8 July at 3 pm
- › *Presentation at the show (conference area - Hall 4):*
Tuesday, Wednesday & Thursday, 5 - 7 July, at 10:45 am

- **NEW! Trend Tasting Eco-Innovation**

A new seminar created by the **Première Vision** fashion team to address the industry's needs in this area, and provide a concrete look at the season's eco-responsible developments, including key trends and sustainable innovations in fabrics, leathers and accessories. A presentation not to be missed for effective and committed sourcing!

- › *To view on the Digital Show:*
Monday, 4 July at 3pm
Friday 8 July at 11am
- › *Presentation at the show (conference area - Hall 4):*
Tuesday 5 July at 3pm
Wednesday 6 July at 12 noon
Thursday 7 July at 3pm

5. AUTUMN WINTER 23-24 FASHION INFORMATION ONLINE

From the latest innovations to the season's rising trends, the **Première Vision** fashion team provides inspiration for fashion brands and designers through a series of in-depth articles, videos and product selections to sample directly at the show and on the **Première Vision Marketplace**.

Articles and information to be found all year long, online, in the [«Trends» section of **Première Vision** magazine](#), to keep abreast of the industry's latest trends, eco-responsible innovations and know-how.

V. A PROGRAMME OF 20 EXPERT CONFERENCES

This new edition of **Première Vision Paris** will host **20 conferences** in a dedicated space, the **Talks Area**, north of Hall 4. Industry professionals and experts are slated to speak on a range of major issues currently making news: the ecological transformation, digitization, the metaverse, trends and more, to help visitors better understand the challenges of fashion today and tomorrow.

A series of **20 conferences**, including fashion seminars and a **Live Sourcing experience**, to watch live in-person at the show in addition to online at the Digital Show. Conferences will be available in video replay on the **Première Vision** website.



MONDAY, JULY 4 (DIGITAL ONLY)

- **11 AM - TREND TASTING: FASHION SEASON AND COLORS**

A fashion seminar with the essential messages and key fashion choices for the AW 23-24 season, to discover the new synergies between fabrics, leathers, accessories and patterns. With a decoding of the season's exclusive color range and its essential harmonies, to build and develop collections. Presented by the **Première Vision** fashion team.

› Seminar presented by *Elsa May and Lucie Jeannot, Première Vision fashion team*

- **3 PM - TREND TASTING: ECO-INNOVATION**

New seminar! Created by the **Première Vision** fashion team to better address industry needs, this meeting provides a concrete look at the season's eco-responsible developments: key trends and sustainable innovations in fabrics, leathers and accessories. A meeting not to be missed for efficient and committed sourcing!

› Seminar presented by *Ariane Bigot, fashion team, Première Vision*

TUESDAY, JULY 5

- **10 AM - FROM ENVIRONMENTAL LABELING TO THE MANAGEMENT OF FASHION CHAINS: THE VALUE OF TRACEABILITY**

Requirements and constraints are increasingly strong for fashion brands and their suppliers, in particular: environmental labeling and environmental-impact control require the collection of data on production chains (entities, countries, processes, etc.). Limited and scarce resources require knowledge of supply capacities. The future stabilization of supply chains requires the use of the most responsible partners. Non-financial reporting must be based on reliable and verifiable information. Crises in the supply chain require network knowledge and responsiveness. To do this, it is essential to collect, verify and cross-check information in order to aggregate it to support decision-making and inform. A talk using concrete examples to examine how traceability can meet these challenges.

› Seminar presented by Augustin Firino Martell, Fashion & Luxury Manager, Crystalchain

- **10:15 AM - INNOVATION PITCH / GOTS - A HOLISTIC APPROACH TO SUSTAINABILITY**

The GOTS system relies on four distinctive features to put an end to greenwashing.

› Seminar presented by Franziska Dormann, Global Brands Representative, GOTS

- **10:45 AM - TREND TASTING: FASHION SEASON AND COLORS**

A fashion seminar with the essential messages and key fashion choices for the AW 23-24 season, to discover all the new synergies between fabrics, leathers, accessories and patterns. With a decoding of the season's exclusive color range and its essential harmonies, to build and develop collections. Presented by the Première Vision fashion team.

› Seminar presented by Elsa May & Lucie Jeannot, Première Vision fashion team

- **3 PM - TREND TASTING: ECO-INNOVATION**

New seminar! Created by the Première Vision fashion team to better address industry needs, this meeting provides a concrete look at the season's eco-responsible developments: key trends and sustainable innovations in fabrics, leathers and accessories. A talk not to be missed for efficient and committed sourcing!

› Seminar presented by Ariane Bigot, fashion team, Première Vision

- **4 PM - WHICH MATERIALS FOR AN ECO-RESPONSIBLE FASHION PRODUCT?**

The purpose of this study is to gain a better understanding of consumers' buying criteria. In particular, what role does eco-responsibility in the factors that determine purchases? Through the study of three major product groups - clothing, leather and jeans - consumers' level of knowledge about eco-responsible materials will also be measured. This special consumer study - conducted within the framework of the IFM/Première Vision Chair - will include France, Italy, Germany, the United Kingdom and the United States.

› Seminar presented by Gildas Minvielle, Director of the Economic Observatory, French Fashion Institute (IFM)

- **5 PM - WHY DIGITIZATION DEFINES THE FUTURE OF FASHION**

During the pandemic, technology became a back-up solution for brands and their suppliers. This has increased the speed of digitalization everywhere - from fabric sourcing and technical development to creative design and future-proof retail channels. Today, fashion is at a tipping point in its decades-long journey of transformation, and the changes underway will shape the future.

› Seminar presented by Ben Hanson, Editor, The Interline

WEDNESDAY, JULY 6

- **10 AM - INNOVATION PITCH / CREATE BETTER:
FOSTERING A DATA-DRIVEN FASHION INDUSTRY**

Leverage artificial intelligence to make responsible decisions for your consumers.

› Seminar presented by Lilia Levi, Chief Revenue Officer and Julie Pont, Head of Fashion & Creation, Heuritech

- **10:15 AM - PITCH INNOVATION / 5 KEY POINTS FOR A WINNING DIGITAL TRANSFORMATION**

What criteria to focus on for a successful digital transformation of your textile supply chain.

› Seminar presented by Apolline Fuchs, International Partnerships Manager, Tekyn

- **10:45 AM - TREND TASTING FASHION SEASON AND COLORS**

A fashion seminar with the essential messages and key fashion choices for the AW 23-24 season, to discover all the new synergies between fabrics, leathers, accessories and patterns. With a decoding of the season's exclusive color range and its essential harmonies, to build and develop collections. Presented by the Première Vision fashion team.

› Seminar presented by Elsa May & Lucie Jeannot, Première Vision fashion team

- **12 PM - WHAT TRACEABILITY IN THE FASHION INDUSTRY?**

Presentation of an analytical framework to better understand traceability in practice, and existing initiatives on the entire life cycle in the fashion industry.

› Seminar presented by Joséphine Riemens, CIFRE doctoral student on traceability at the Fédération de la Haute Couture et de la Mode (FHCM), in scientific co-direction of the IFM-KERING Sustainability Chair at the Institut Français de la Mode and Arts & Métiers Sciences & Technologies.

- **3 PM - TREND TASTING: ECO-INNOVATION**

New seminar! Created by the Première Vision fashion team to better meet the expectations of the industry, this meeting provides a concrete look at the season's eco-responsible developments: key trends and sustainable innovations in fabrics, leathers and accessories. A meeting not to be missed for efficient and committed sourcing!

› Seminar presented by Ariane Bigot, fashion team, Première Vision

THURSDAY, JULY 7

- **10:15 AM - FROM TRACEABILITY TO CVA & ENVIRONMENTAL DISPLAY**

The 6 key points of Footbridge, the SaaS platform dedicated to the fashion industry.

› Seminar presented by Louis-Marie Vautier, Co-founder, Footbridge

- **10:45 AM - TREND TASTING: FASHION SEASON AND COLORS**

A fashion seminar with the essential messages and key fashion choices for the AW 23-24 season, to discover all the new synergies between fabrics, leathers, accessories and patterns. With a decoding of the season's exclusive color range and its essential harmonies, to build and develop collections. Presented by the Première Vision fashion team.

› Seminar presented by Elsa May & Lucie Jeannot, Première Vision fashion team

- **2 PM - [KEYNOTE] FASHION IN THE METAVERSE: BEYOND REALITY**

Fashion lovers consume fashion digitally. Fashion that is dematerialized and stimulating only in the Metaverse. Why consume digital fashion? How will digital fashion change the fashion industry? And what impact will it have on our culture? Roei Derhi, founder and creative director of Placebo DFH will help us understand digital fashion and the future of fashion.

› Seminar presented by Roei Derhi, Founder and Creative Director, Placebo DFH

- **3 PM - TREND TASTING: ECO-INNOVATION**

New seminar! Created by the Première Vision fashion team to better address industry needs, this meeting provides a concrete look at the season's eco-responsible developments: key trends and sustainable innovations in fabrics, leathers and accessories. A meeting not to be missed for efficient and committed sourcing!

› Seminar presented by Ariane Bigot, fashion team, Première Vision

- **4 PM - [KEYNOTE] SORONA® - A BIOBASED SOLUTION, UNIQUE BENEFITS TO IMPROVE SUSTAINABLE FASHION**

Discover Sorona®, a high-performance biobased polymer that offers unique benefits to the apparel industry.

› Seminar presented by Hao Ding, Business Manager EMEA, DuPont Biomaterials, Netherlands

FRIDAY 8 JULY (DIGITAL ONLY)

- **11 AM - TREND TASTING: ECO-INNOVATION**

New seminar! Created by the Première Vision fashion team to better address industry needs, this meeting provides a concrete look at the season's eco-responsible developments: key trends and sustainable innovations in fabrics, leathers and accessories. A meeting not to be missed for efficient and committed sourcing!

› Seminar presented by Ariane Bigot, fashion team, Première Vision.

- **3 PM - TREND TASTING: FASHION SEASON AND COLORS**

A fashion seminar with the essential messages and key fashion choices for the AW 23-24 season, to discover all the new synergies between fabrics, leathers, accessories and patterns. With a decoding of the season's exclusive color range and its essential harmonies, to build and develop collections. Presented by the Première Vision fashion team.

› Seminar presented by Elsa May & Lucie Jeannot, Première Vision fashion team

› ***The complete program is online on the show website.***

VI. TRUE ROYAL OUTFITS THE SHOW HOSTESSES

For this new edition, and the next edition in February 2023 (7-9 Feb.), the show's hosts and hostesses are outfitted by Italy's creative women's ready-to-wear brand True Royal, founded in Milan in 2008 by designer duo Gennaro Esposito and Fabrizio Berzeri.

Two unisex jacket-and-trouser silhouettes, in colors from the Première Vision AW 23-24 range, and made from an organic cotton offered by the Italian weaver **Borghi 1819**, exhibiting at the show (stand 6D2). This particularly remarkable cotton is the first organic cotton grown, spun and woven in Sicily.

TRUE ROYAL TELLS US ABOUT THIS COLLABORATION:

What was the inspiration behind the look you created for Première Vision Paris?

The initial idea behind the True Royal look created for Première Vision Paris was to design an outfit that went beyond gender, a very current theme linked to the unisex tradition of the late 60s.

A sort of «new uniform», which has the simplicity, ease and sex appeal necessary to bring out the personality and uniqueness of the wearer, beyond their gender. Because the only fashion that will never disappear is the one that makes your own style, unique and inimitable!

What materials and accessories did you use to create the outfit and why?

To create our outfit, we used a basic looking but high quality material, a Borghi woven cotton drill that not only summed up our brand's characteristics of simplicity, ease and essentiality, but also enhanced the silhouette we had in mind.

The khaki shade («Fermented mastic» from the Première Vision AW 23-24 color range) highlights the clean lines of the look. It is underlined by a lemon hue («Hi-tech lime» from the Première Vision AW 23-24 color range) used on the belt for a striking streetwear touch.



- To find out more about **Borghi 1819**, visit [the company's website](#) and its stand at the show: stand 6D2
- To find out more about **True Royal**, visit the brand's stand at the next **Tranoi Women** trade fair from 29 September to 2 October 2022 at the Palais Brongniart in Paris - www.tranoi.com

EAU NEUVE, THE OFFICIAL WATER OF THE SHOW

A pure and responsible natural mountain mineral water available in self-service in the show's aisles. Drawn at an altitude of 1,332 meters in the Pyrenees in Haute-Ariège, in Mérens-les-Vals, Eau Neuve is a water that preserves natural resources and draws only 15% from the source in order to naturally self-regenerate.

Eau Neuve is obtained from rainfall and snowmelt at an altitude of 2,300m. It is filtered naturally for 5 years through the rock to its aquifer at a depth of 43m, where it is captured without ever being in contact with air or light.

Eau Neuve's water undergoes no treatment, no input. All its organic and mineral qualities are naturally preserved by this long, natural filtration.

Eau Neuve innovates with its bio-sourced, recycled and recyclable packaging.
Eau Neuve is the first sustainable natural mineral water on the French market.

The entire process of collection, production, packaging, distribution and recycling has been thought out with the primary objective of eco-responsibility!

www.eauneuve.fr



REGISTER FOR THE NEXT PREMIÈRE VISION PARIS SHOW

In order to attend the show, either online or in person,
don't forget to register via the following link:

[BADGE REQUEST](#)

Once you have registered, and after your accreditation request has been validated by our press teams, you will receive your journalist pass by e-mail.

UPCOMING PREMIÈRE VISION EVENTS

PREMIÈRE VISION NEW YORK

19 & 20 July 2022
Center 415, New York, USA

PREMIÈRE VISION SPORT, PORTLAND EDITION

10 & 11 August 2022
Oregon Convention Center, Portland, USA

FASHION RENDEZ-VOUS

7 & 8 September 2022
Carreau du Temple, Paris

PREMIÈRE VISION SHENZHEN

17, 18 & 19 October 2022
Shenzhen Convention & Exhibition Center (Futian), China

DENIM PREMIÈRE VISION - MILAN

23 & 24 November 2022
Superstudio Più, Milan, Italy

BLOSSOM PREMIÈRE VISION

December 2022
Carreau du Temple, Paris

PREMIÈRE VISION PARIS

7, 8 & 9 February 2023 - Paris Nord Villepinte Exhibition Centre
6-10 February 2023 – Digital Week at www.premierevision.com

PREMIÈRE VISION NEW YORK

January 2023
Center 415, New York, USA

MADE IN FRANCE PREMIÈRE VISION

28 & 29 March 2023
Carreau du Temple, Paris

CONTACTS

PREMIÈRE VISION

Igor Robinet-Slansky

Press Officer

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

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

i.robinet@premierevision.com

Claudie Le Souder

Marketing & Communication Director

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

c.lesouder@premierevision.com

2^e BUREAU

+33(0)1 42 33 93 18

Sylvie Grumbach

sylvie.grumbach@2e-bureau.com

Marie-Laure Girardon

+33(0)6 82 40 73 27

m.girardon@2e-bureau.com

MONET + ASSOCIÉS

+33(0)4 78 37 34 64

Véronique Bourgeois

+33 (0)6 64 22 55 56

vb@monet-rp.com

Justine Dupuis

+33 (0)6 98 98 95 80

jd@monet-rp.com

CORRESPONDENT IN GERMANY

EXALIS

Mayouri Sengchanh

+49 30 5546208

denimPremiereVision@exalis.de

paris.premierevision.com

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