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PREMIÈREVISION
The art & heart of fashion

PREMIÈRE VISION PARIS 1,245 EXHIBITORS, EXPANDED TOOLS TO SOURCE MORE EFFICIENTLY, & STRENGTHENED COMMITMENTS FOR A MORE SUSTAINABLE INDUSTRY

This February 7, 8 and 9, the international creative fashion industry will come together at Première Vision Paris to find inspiration, exchange ideas, and build their collections of ready-to-wear, accessories (fashion jewelry, leather goods) and footwear for the Spring-Summer 24 season. An edition with a wealth of news and new products in everything from its offer and inspirational content to its services and program.

Visitors –buyers, designers, production heads, fashion and accessory brand managers, and more– **will discover new creative proposals and developments from 1,245 exhibitors from 44 countries** –spinners, weavers, tanners, textile designers, accessory and component makers and fashion manufacturers – **chosen by a Selection Committee of professionals and experts. An international, ultra-high-quality offer, up 25% over February 2022** (998 exhibitors at the physical show) and up **10% over July 2022** (1,132 exhibitors), mainly from Europe (led by Italy, France, the UK, Spain, Portugal, Germany, etc.) as well as from the Mediterranean basin (Turkey, Morocco, Tunisia, etc.), and Asia (Japan, Korea, India, China, etc.).

Beyond its selective offer, this new edition reflects the ramping-up of Première Vision's commitments to respond to the sector's new needs and support its environmental and social transition. This includes an enhanced framework to inform industry players and provide them with concrete solutions in terms of sustainable sourcing and production, including, among other initiatives:

- The **Smart Creation** area enriched with a new **Smart Tech zone**, the **Eco-Innovation Forum**, the **Eco Information Desk**, a deadstock offer, an **Eco-Innovation Trend Tasting** fashion seminar, a **series of Talks**, **online informational** content and more.

Première Vision Paris will also offer an expanded array of tools to better serve visitors and guide brands and buyers in their materials sourcing for Spring-Summer 24, with for example:

- A new **QR code system** on the stands to obtain more information about the exhibitors, a new **deadstock** itinerary, a **Fashion Information Desk**, an **Emerging Brands Desk**, guided visits of the forums and the **Smart Tech** space, a new post-show **Season Report** and more.

PREMIÈRE VISION PARIS : A DIGITALLY CONNECTED PHYSICAL SHOW

Since the pandemic, Première Vision Paris has been proposing a dual event, combining a physical show and an online digital show. In February 2023, after listening to the industry's professionals, with whom its teams conducted a series of surveys, Première Vision will once again be giving greater prominence to the in-person event.

Fashion and trend content (seminars, 3D Forum, Live Sourcing) related to Spring-Summer 24, as well as the replay of certain talks, will only be made available online a few weeks after the show and no longer simultaneously. Visitors attending the show, however, will have exclusive access to a summary of the season's major trends the day after the show.

ON THE PROGRAM AT THIS NEW EDITION

A SELECTIVE OFFER: The materials collections and latest developments from 1,245 exhibitors from 44 countries, which can also be discovered online on the Première Vision Marketplace (the list of exhibitors is available on [the Première Vision website](#)):

- **9 Universes serving all creative fashion markets:**
 - Yarns (yarns and fibers), Fabrics, Leather, Designs (textile designs and motifs), Accessories (accessories and components), Manufacturing (fashion manufacturing), Manufacturing Leather (apparel, small leather goods, leather shoes manufacturing), Smart Creation (sustainable innovations and materials) - which includes the new Smart Tech zone - and Maison d'Exceptions (exclusive know-hows).
- Especially noteworthy this season:
 - **A strengthened lingerie/swimsuit offer** for the Spring-Summer 24 season,
 - **An enlarged offer for the Sport & Tech sector**, targeting fabrics dedicated to the sport and technical-products markets,
 - **The richness of the creative and ultra-quality leather offer**, located in Hall 6.

THE RETURN OF MAISON D'EXCEPTIONS: The space dedicated to rare artisanal skills will feature 23 handpicked ateliers - including 6 new ones - presenting their exceptional techniques.

THE PREMIÈRE VISION MARKETPLACE:

- **A total of 2,400 online boutiques**
- **Adapted networking and functionality features:**
 - Optimized supplier search paths, and a more efficient selection process,
 - Easy to organize favorites,
 - Highlighting of the offer selected for the fashion forums.

COMMITMENTS TO SUSTAINABILITY: A strengthened framework designed to inform industry players and provide them with concrete solutions in terms of **sustainable sourcing and production**:

- **The Smart Creation space** dedicated to sustainable innovations with 55 exhibitors: materials and finishings (Smart Materials area: 32 exhibitors), technological solutions (new Smart Tech area: 20 companies) and services (Smart Services area: 3 exhibitors).
- **3 visit itineraries dedicated to sustainable sourcing**, online and on the show app: a deadstock trail (dormant stock), a Smart Creation trail and a sustainable trail.
- **The Eco-Innovation forum (Hall 4)**
- **The Eco Information Desk (Hall 4)**
- **The Eco-Innovation Trend Tasting fashion seminar**
- **Talks:** dedicated to key sustainable-fashion issues, held at the show (Talks Area - Hall 4) and also viewable online (on the show website). Please note: a half day on February 8th will be dedicated to Smart Tech and organized in partnership with [The Interline](#).
- **A wealth of information and educational content to be found in the [sustainability section of the online Première Vision magazine](#)**
- **4 white papers** shedding light on the major challenges facing the industry in terms of sustainability (available for download on the Première Vision website): Fashion & Sustainability, the major challenges; Fashion & Sustainability, the keys to sustainable sourcing; Fashion & Traceability; Fashion & Leather.

NEW: SMART TECH: A new zone dedicated to digital innovation inside the Smart Creation area:

- A space to support the industry's **ecological transition** through digital and technological innovations from **20 companies among the most advanced** in their field.
- **EXPERIENCE DIGITAL FASHION X IFTH:** A special area organized in partnership with the IFTH reconstructing the digitalization chain of a fashion product.
- **Guided tours of the Smart Tech area** will be offered to learn about the exhibiting companies. In English and French; details and practical information found [here on the Première Vision website](#)

OPTIMIZING THE SOURCING EXPERIENCE: A range of new tools are proposed to better assist visitors and guide brands and buyers in their **sourcing of materials for Spring-Summer 24**:

- New **QR code** system on the stands to obtain more information about exhibitors, a new **Deadstock** trail, the **Fashion Information Desk** (Hall 6), the **Emerging Brands Desk** (Hall 6), the **Eco Information Desk** (Hall 4), guided tours of the **Eco-Innovation forum** (Hall 4), and a new **Season Report** exclusively for visitors to the show, which can be downloaded at the close of the show (including a decoding of trends, Trend Tasting replays, key products, a virtual visit of a forum)...

EXCLUSIVE FASHION INFORMATION: Trend directions and decoding tools created by the Première Vision fashion team to inspire and guide visitors in creating their Spring-Summer 24 collections:

- The Spring-Summer 24 **color range** with its 28 exclusive shades; **the 5 forums and fashion inspiration areas at the show** - Essentials Forum (Hall 6), Eco Innovation Forum (Hall 4), Decoration Forum (Hall 5), Leather Forum (Hall 6), Designs Area (Hall 5); **a new format for the forum fact sheets**; **new display screens in the forums**; **Trend Tasting seminars** to be enjoyed at the show (Talks Area - Hall 4); **seasonal decodings and informational content** to discover in the [Trends section of the online magazine](#) on the Première Vision website.

YOUNG DESIGN TALENT AT THE SHOW WITH THE HYÈRES FESTIVAL: Since 2011, Première Vision has been a partner of the Hyères International Fashion, Photography and Accessories Festival, which promotes young talent in the fields of fashion design, accessories and photography. This partnership is highlighted in February, with:

- An **exhibition dedicated to the collection of young fashion designer Jenny Hytönen**, winner of the Grand Prix du Jury Première Vision at the 37th edition of the Festival. (Hall 4)
- **The show's welcome of the 10 fashion-competition finalists of the 38th Festival**, who will be attending to source materials from a selection of exhibitors who have volunteered to help them build the collections they will be presenting in Hyères from October 12 to 15, 2023.

A CYCLE OF ENGAGED TALKS (Talks Area - Hall 4):

(Full details of the program follow)

To better understand the challenges fashion faces now and in the future, a panel of industry professionals and experts will speak about the major issues making news in the industry, with, notably:

- A half-day of 4 Talks dedicated to technological innovations and solutions proposed in the Smart Tech zone, organized with the specialized fashion tech magazine, [The Interline](#), and hosted by its founder Ben Hanson.
- Fashion seminars to attend live at the show.

« **DREAM YOUR REALITY** »: In keeping with the Spring-Summer 24 season's theme, the show will immerse visitors in an inspiring and playful atmosphere bridging dreams and reality:

- Sustainability immersion: from the entrance tunnel in Hall 4, visitors are immediately engaged in an exploration of sustainable fashion:
 - Photography exhibition organized with Paris Good Fashion, an organization that works to make Paris the capital of more sustainable fashion, with which Première Vision is engaged:
Grand Prix for Photography & Sustainability 2021 - Paris Good Fashion x Eyes on Talent
 - Information and details about the spaces, itineraries, events and other initiatives dedicated to sustainable fashion to be found at the show.
- By inviting visitors to put their head in the clouds or immerse themselves in color, fun and relaxed rest areas invite everyone to disconnect, just for a moment, from the hustle and bustle of the show and try out some unique and relaxing experiences to share on social media.

Dream your reality
Dream your reality
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Dream your reality
Dream your reality

I. SIGNIFICANT GROWTH IN THE INTERNATIONAL OFFER

1. 1,245 EXHIBITORS, INCLUDING 108 NEW COMPANIES, FROM 44 COUNTRIES

With 1,245 exhibitors across 3 halls, the **Première Vision Paris** offer is up by +25% compared to the February 2022 edition (998 exhibitors), and up by +10% compared to the July 2022 edition (1,132 exhibitors). This growth attests to the importance and role of the show in supporting the creative fashion industry in its bid for a broader and necessary visibility in developing their business, particularly given the current global economic and political instability.

Among the companies presenting their latest creative developments for Spring-Summer 24, **some 108 new exhibitors will for the first time be joining the aisles** of Halls 4, 5 & 6 of the Parc des expositions de Villepinte. Chosen by a Selection Committee composed of industry professionals, they will complement the creative and innovative offer of the various universes and activity sectors represented at the show: yarns and fibers, fabrics, leathers, designs, accessories and components, apparel manufacturing.

The Première Vision Paris offer in figures

UNIVERSE	TOTAL EXHIBITORS	NEW EXHIBITORS
Yarns	30	3
Fabrics	598	32
Maison d'Exceptions	23	9
Leather	105	14
Manufacturing Leather	14	0
Designs	98	5
Accessories	193	11
Manufacturing	129	16
Smart Creation	55	18
TOTAL	1 245	108

- › [See the list of the show's 108 new exhibitors](#)
- › [See the full list of show exhibitors](#)

Top 10 exhibiting countries

COUNTRIES	TOTAL EXHIBITORS
Italy	309
Turkey	205
France	166
China	88
Portugal	69
Spain	55
Japan	46
South Korea	43
United Kingdom	34
India	33

Coming from 44 countries, 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 Spring-Summer 24 collections of clothing, shoes and accessories.

2. RARE ARTISANAL SKILLS AND KNOW-HOWS AT THE HEART OF THE NEWLY RETURNED MAISON D'EXCEPTIONS

In Hall 6 of the Parc des Expositions de Villepinte, The Maison d'Exceptions space returns to Première Vision Paris after a two-year absence this February 7, 8 and 9.

For its 10th edition, the space dedicated to rare and creative know-hows will present 23 handpicked ateliers - including 6 new ones - from 5 countries:

- 11 from France, 5 from Japan, which sees a return in force of its offer, 4 from India, 2 from Italy, and an artisan from the United Arab Emirates.

These highly skilled ateliers will be unveiling exceptional techniques and rare craftsmanship, all more than ever focused on innovation as a means of offering unique and custom creations - including textiles, leathers and accessories - to luxury brand buyers and designers:

- Semi-automatic and artisanal weaving, leather braiding and caning, mother-of-pearl plating, finishing, feather and button work, non-violent silk production, fashion manufacturing by hand, artisanal embroidery, original dyes, recycling techniques and more.

Ever since its creation in 2011, at each February edition of Première Vision Paris, Maison d'Exceptions introduces visitors looking for creative exclusivities to a cutting-edge selection of international workshops, all boasting a mastery of traditional artisanal techniques or outstanding innovative technologies. A space designed as a showcase for luxury houses, accessible by invitation only, where passionately committed artisans explore, experiment and innovate in their offer of unique products and know-how.

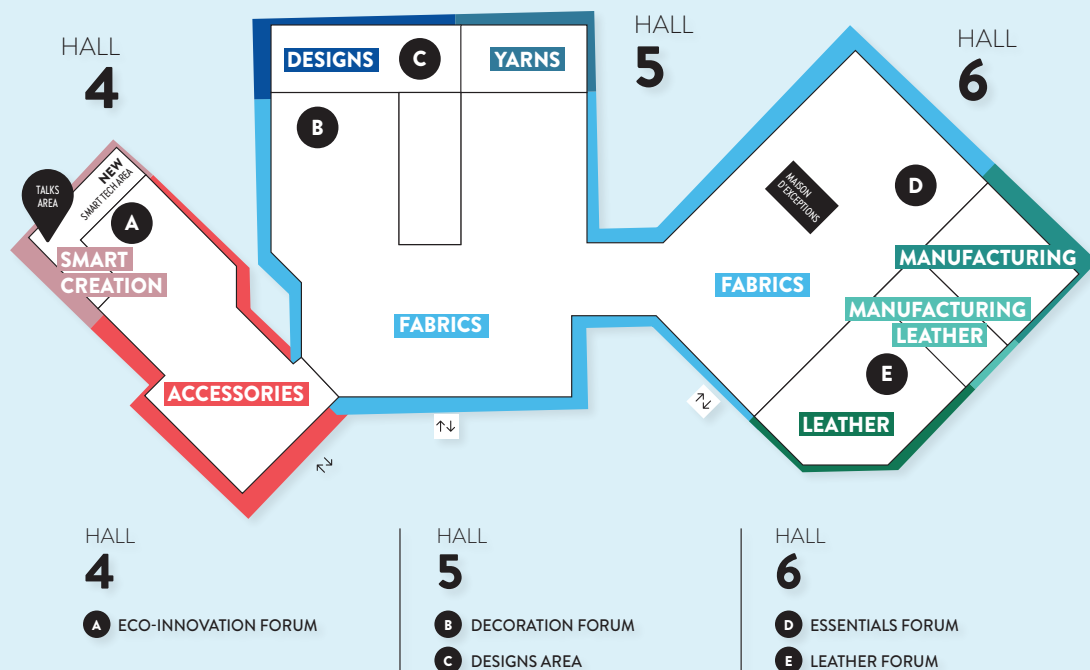
- Explore the Maison d'Exceptions exhibitors' catalog
[in the press area of the Première Vision website.](#)



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:

- **Yarns** -developments in yarns and fibers: Hall 4 (North)
- **Fabrics** -latest fabrics: Halls 5 & 6
- **Leather** -creative leather innovations: Hall 6
- **Accessories** -components and accessories for fashion, leather goods, footwear and fashion jewelry: Hall 4
- **Designs** -creative proposals for textile designs: Hall 5 (North)
- **Manufacturing** -manufacturing solutions for the apparel industry: Hall 6
- **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
- **Maison d'Exceptions** – rare and cutting-edge know-hows from selected international artisans: Hall 6



PRESS CLUB

The Première Vision press teams will welcome you at the PRESS & PLATINUM CLUB in the mezzanine in Hall 4.

4. OPTIMIZING THE SOURCING EXPERIENCE

A. DES PARCOURS DE VISITE À SUIVRE POUR UN SOURCING EFFICACE

Afin de faciliter le sourcing des visiteurs et de les guider dans la préparation de leur visite mais aussi sur le salon, Première Vision a mis en place un ensemble de parcours sur-mesure, pensés en fonction des besoins des acheteurs. Des parcours de visite à retrouver sur la marketplace de Première Vision mais aussi sur l'application du salon :



Smart Creation

In February, 55 exhibitors will join the Smart Creation area in Hall 4. This area is divided into 3 universes: Smart Materials presenting innovative materials, new eco-designed fibers, dyeing processes or chemical solutions with reduced impact; Smart Services, a selection of companies specializing in services to support the entire supply chain; and a new Smart Tech zone gathering innovative technological solutions.

[The full list of Smart Creation exhibitors](#)



Sustainable offer

For buyers looking for eco-designed or low-impact materials-leathers, yarns and accessories - for the development of their future collections, PV Paris offers eco-responsible sourcing solutions from over 370 committed suppliers. A rich and specialized offer from more than 190 weavers and more than 150 accessories manufacturers.

[Check out PV Paris sustainable offer](#)



Leather

A hundred tanners and leather workers from 14 countries, including 35 Italians, 21 French and 14 Spanish, will be grouped together in the Leather area of Hall 6: full grain leathers, exotic leathers and textile materials for leather goods and footwear.

[Check out PV Paris sustainable offer](#)



Sport & Tech

In the Sport & Tech sector, 116 exhibitors are present, including 68 suppliers of technical and performance fabrics and 48 manufacturers of accessories, zips, eyelets, laces, stoppers... A selection of the most creative samples dedicated to sport will also be presented in the Essentials forum, Hall 6.

[The full list of Sport & Tech exhibitors](#)



Lingerie & Swimwear

Nearly 300 suppliers will offer products and solutions for the development of lingerie and swimwear collections: 123 fabric manufacturers, 82 accessory makers, 13 spinners, 62 textile design studios, 5 manufacturing companies and 14 committed and innovative companies in the Smart Creation area. A selection of the most beautiful lingerie and bath samples can also be found in the Essentials forum, Hall 6.

[The full list of lingerie & swimwear exhibitors](#)



Source locally

For brands looking for local partners who favour a short and local production chain, Première Vision has grouped all its exhibitors into 9 geographical zones:

[Western Europe](#)
[Mediterranean Bassin](#)
[Oceania](#)

[Eastern Europe](#)
[North America](#)
[Asia](#)

[Southern Europe](#)
[South America](#)
[Africa](#)



Small quantities

To meet the specific needs of emerging brands, the “small quantities” visit itinerary highlights exhibitors whose minimum production volumes are adapted to the young creation.

Unique pieces, capsule collections, lengths of less than 50m, production less than 100 pieces and leather sourcing between 1 and 10 hides, consult the list of 261 “small quantity” suppliers to be found in February at the show.

[View all exhibitors offering small quantities to order](#)



Motifs & Designs

In the Designs universe, located in Hall 5, you will find 103 specialized international studios presenting their latest collections in textile creation (designs, patterns and ornaments). A concentrate of creativity and inspiration in the heart of the show.

[The full list of Designs exhibitors](#)

B. NEW SERVICES FOR MORE EFFECTIVE SOURCING

Première Vision Paris proposes a range of new tools to better assist visitors and guide brands and buyers in their sourcing of materials for Spring-Summer 24:

- **NEW! A new mobile app to organize visits** to the show.
- **NEW! Exhibitors stands will feature a QR code** that can be scanned to learn more about their businesses, and link directly to their supplier information on the Première Vision Marketplace.
- **NEW! A Deadstock trail:** for the first time, interested exhibitors will be able to present dormant stocks of materials from prior seasons in their stands. This itinerary can be found on the Première Vision website and mobile app.
- **Fashion Information Desk** (Hall 6 Plaza) to guide buyers towards the right choice of materials and suppliers.
- **Emerging Brands Desk** (Hall 6 Plaza): to guide young brands in organizing their visits and assist them in their search for materials, according to their needs, markets and products. With the participation of the Tranoi team.
- **NEW! Eco Information Desk (Hall 4):** to answer questions about the show's eco-friendly offer.
- **Guided tours of the Eco-Innovation forum:** Several times a day, guided tours of the Eco-Innovation Forum will be organized to help buyers understand the season and guide them in their search for suppliers (tours limited to 15 people, by reservation only, in French, English, Italian and German)
 - Practical information and schedule to be found on the Première Vision website.
- **Guided tours of the Smart Tech zone** in English and French (details and practical information here on the Première Vision website).
- **NEW! The Season Report**, exclusively reserved for visitors attending the show, to be downloaded after the show: trend decoding, replay of the Trend Tastings, key products, virtual visit of a forum.
- **3D visits of the Forums and a Live sourcing**, to discover online following the show.

II. A SPOTLIGHT ON SUSTAINABLE COMMITMENTS AND THE NEW SMART TECH ZONE DEDICATED TO TECHNOLOGICAL INNOVATIONS

New developments, alternative materials, cutting-edge technical and technological innovations, custom advice and services - the solutions to help the creative fashion industry make a sustainable transition take center stage at the next edition of **Première Vision Paris**.

As the leading global meeting, business and communications platform for fashion professionals, **Première Vision Paris** enjoys the unique advantage of being in contact with the entire supply chain. A fundamental link between suppliers and buyers, and fully engaged in its forward-driving role for the fashion industry, the show is consolidating its engagements and strengthening its offer and services to:

- **Support the industry in its transition** to new business models that are more sustainable, ethical and transparent,
- **Assist the sector in its digital transition**, for more efficient creative and production methods that respect both the environment and people.

Beyond its selective offer from 1,245 international exhibitors - *yarns and fibers, fabrics, leather, accessories and components, decorative designs, fashion-manufacturing solutions* - **this new edition of *Première Vision Paris* offers a strengthened ensemble of committed initiatives to help** inform industry professionals, and provide concrete solutions in terms of sustainable sourcing and production.

➤ See [the article on the *Première Vision* website about the SMART CREATION space](#)

THE SMART CREATION SPACE WELCOMES THE NEW SMART TECH ZONE

Within the **Smart Creation** area dedicated to sustainable innovations, the new **Smart Tech zone** proposes a range of some of the industry's most advanced digital and tech solutions, to help the creative fashion industry make an **ecological transition**:

- **20 companies, among the most advanced in their field, will present their tech innovations** (artificial intelligence, algorithms, traceability, blockchain ...), both **logistical** (inventory management, flow ...) and **analytical** (optimization of costs, overproduction ...), to support the sector in its digital and ecological transformation with optimized design and production processes, for a more sustainable and traceable industry: Trend data and online listening, market analysis, labeling.
- **Experience DIGITAL FASHION X IFTH: A special space organized in partnership with the IFTH (French Institute of Textiles and Clothing) reconstructs the digitalization chain of a fashion item**, from digitizing the material on through to finished product, including its virtual prototyping and digital simulation of an avatar of the product during its various construction stages.
- **Guided tours of the Smart Tech zone** are offered to learn about its exhibitors. Visits in English and French (details and practical information [found here on the *Première Vision* website](#)).

➤ See [the article on the *Première Vision* website about the new SMART TECH zone](#)

1. STRENGTHENED SHOW TOOLS AND COMMITMENTS

In practical terms, **the tools and solutions proposed by Première Vision Paris** in February are structured around:

THE SMART CREATION SPACE (Hall 4) dedicated to sustainable innovations, with 55 of the industry's most innovative companies, from 20 countries and divided into 3 zones:

- **Smart Materials Zone** (32 companies): materials (fibers from the food industry or regenerative agriculture, fabrics and leathers which are recycled, biodegradable or from the circular economy, new organic materials, materials made from mushrooms, biopolymers, non-violent silk, etc.) and finishings (natural dyes, vegetable tanning, hygienic and non-polluting treatment of textiles...)
- **Smart Services Zone** (3 exhibitors): advice and service offers (certifications and labels, cleaner production methods, etc.).
- **NEW! Smart Tech Zone** (20 companies): tech innovations and digital solutions for more sustainable production (see box for details).

› View the [Smart Creation exhibitors' catalog](#). With, in detail :

- › Exhibitors in [SMART MATERIALS](#)
- › Exhibitors in [SMART SERVICES](#)
- › Exhibitors in [SMART TECH](#)

3 VISIT ITINERARIES DEDICATED TO SUSTAINABLE SOURCING located on the show app and online on the Première Vision Marketplace:

- **NEW! A DEADSTOCK trail:** Première Vision showcases a novel way to source, with a new, sustainable itinerary that gives a second life to dormant stock from over 120 participating exhibitors.
 - › [See the list of participating exhibitors here](#)
- **A Smart Creation trail** highlighting exhibitors from the 3 universes of this space dedicated to sustainable, technological and digital innovations.
 - › [See all the Smart Creation exhibitors](#)
- **A sustainable trail:** For buyers looking for eco-designed or low-impact materials, leathers, yarns and accessories to develop their coming collections, PV Paris offers sustainable sourcing solutions from over 370 committed suppliers. A rich and specialized offer from over 190 weavers and over 150 accessory makers.
 - › [See all the exhibitors proposing a sustainable offer](#)

THE ECO-INNOVATION FORUM (Hall 4) to discover the most inspiring and innovative sustainable products selected from exhibitors' collections by the Première Vision fashion team:

- **To guide visitors** (buyers, creatives and order-writers of fashion and accessories brands) in their sustainable 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 visits:** Several times a day, guided tours of the Eco-Innovation forum will be organized to provide buyers with a better understanding of the season and guide them in their search for suppliers (limited to 15 people, by reservation only, in French, English, Italian and German)
 - › Practical information and schedule can be consulted [here on the Première Vision website](#)

THE ECO INFORMATION DESK (Hall 4): Located near the Smart Creation Zone dedicated to sustainability and to Fashion Tech, in Hall 4, the Eco-Information Desk is there to answer questions about the show's sustainable offer and assist buyers in their sourcing: eco-designed products, solutions for developing sustainable collections, and general questions about eco-responsibility.

THE TREND TASTING ECO-INNOVATION FASHION SEMINAR (Talks Area – Hall 4). Created by the Première Vision fashion team to better target industry expectations and designed to provide a concrete look at Spring Summer 24's eco-friendly developments for impactful and committed sourcing: key trends and sustainable innovations in fabrics, leathers and accessories.

- **Tuesday, February 7 at 12 noon**
- **Wednesday, February 8 at 10:30 am**
- **Thursday, February 8 at 11:45 a.m.**

PERFORMANCE CODES to help visitors find their way around the eco-friendly offer at the Première Vision shows and on the Marketplace. Created by Première Vision, these performance codes, indicated on the products 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:

- **Filters and selection criteria** specifically designed to help buyers in their online sustainable sourcing.
- **3 trails highlighting the sustainable offer** (see below).

THE TALKS: conversations with experts about the challenges of sustainable fashion, held at the show (Talks Area - Hall 4) and online (on the show website).

- **Complete program** follows.
- **DON'T MISS:** In partnership with [The Interline](#), the online magazine dedicated to technology and the challenges of digitalization for fashion professionals, Première Vision Paris is organizing a half-day of 4 Talks on tech innovations and solutions in the Smart Tech Zone, Wednesday, February 8, from 2 to 6 pm.
 - *Speakers proposed and presented by Ben Hanson, Fashion Tech specialist and founder of The Interline.*

SUSTAINABILITY IMMERSION: from the entrance tunnel in Hall 4, visitors are immediately engaged in an exploration of eco-responsible fashion:

- **Photography exhibition organized with Paris Good Fashion**, an organization that works to make Paris the capital of more responsible fashion, to which Première Vision is committed: **Grand Prix for Photography & Sustainability 2021 - Paris Good Fashion x Eyes on Talent**
- Information and details of the spaces, itineraries, events and other initiatives dedicated to sustainable fashion to be found at the show.

A RANGE OF INFORMATION AND INFORMATIVE CONTENT can be found in [the sustainability section](#) of the **Première Vision** website:

- [Smart Keys](#): articles explaining and exploring issues and challenges surrounding sustainability
- [The Smart Creation podcast](#): a monthly show to highlight the industry's most committed players and most relevant initiatives.

4 **WHITE PAPERS** shedding light on the major challenges facing the industry in terms of sustainability:



FASHION & SUSTAINABILITY, the major challenges facing the industry:
Recycling, bio sourcing, traceability and biodegradability, Première Vision provides an overview of the industry's major challenges in terms of building a cleaner future for fashion.

› [DOWNLOAD HERE](#)



FASHION & SUSTAINABILITY, the keys to sustainable sourcing:
Première Vision delves into the keys to committed sourcing, detailing practical innovations and solutions, sector by sector, industry by industry (textiles, leather, denim, and more.)

› [DOWNLOAD HERE](#)



FASHION & TRACEABILITY, from opacity to transparency:
This white paper breaks down all the major challenges of traceability, and the solutions available to assist the fashion industry make a sustainable transformation.

› [DOWNLOAD HERE](#)



NEW! FASHION & LEATHER, positive changes in a committed sector:
From tracing skins to guaranteeing animal welfare, combating imported deforestation, innovative low-impact tanning agents, overhauling tanning processes, implementing environmental management systems and upcycling second choice skins, this new white paper explores the resourcefulness of the leather industry, as it mobilizes to make a virtuous transition.

› [DOWNLOAD HERE](#)

2. TALKS DEDICATED TO THE ISSUES AROUND ECO-RESPONSIBLE FASHION

The entire program can be found in the general show calendar in the events section of the press kit.

3. CSR AND GSE CRITERIA AT THE HEART OF PREMIÈRE VISION'S VALUES AND ACTIONS

Première Vision's approach to sustainability and innovation goes beyond its commitment to the Smart Creation platform and promoting its exhibitors' sustainable offer. At the heart of Première Vision's values, Corporate Social Responsibility (CSR) is today based on Environmental, Social and Governance (ESG) criteria to analyze and implement effective actions in terms of sustainable development.

Led by 3 main drivers - **reduce, recycle & reuse** -, Première Vision has implemented a series of initiatives and practices to anchor the company and its collaborators in a more globally eco-friendly approach to its events, to ensure that they are as eco-designed as possible:

- *An offer of stands* that are 100% equipped and which can be reused from one session to the next, whose design takes into account sustainable choices in terms of materials, manufacturing, transport, storage and end of life.
- *Choice of LED lighting* to optimize energy consumption.
- *Eco-designed forums*: choice and optimization of the use of materials; guidance regarding good construction practices for better quality reuse of the structures...
- *More sustainable signage*: abandoning the use of canvas in favor of an ecological support made from recycled plastic bottles; using new generation adhesives with solvent-free glues; improving the ink used on all materials.
- *Carpet recycling*: collected, folded, and formatted, carpets are shredded and transformed into granules for the plastics industry.
- *Recycling of siding*: the shredded cotton is used in to make insulating panels.
- *The sorting of wood, plastics, paper, cardboard...* entailing the processing of roughly 60 tons of waste.
- *Recycling*: Première Vision has partnered with the Co-Recyclage company for the reprocessing of furniture and materials used at its shows: structures of the fashion forums, decorations, carpets... In February 2022, more than 11 tons of wood from the forums were recycled and 8 tons from the various decorations were given a second life.
- *Redistribution of unsold food*: in partnership with VIParis, manager of the exhibition venues, 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 the Red Cross.

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...

- Please note, a photography exhibition organized with Paris Good Fashion will be presented in the access tunnel of Hall 4: Grand Prix Photography & Sustainability 2021 – Paris Good Fashion x Eyes on Talent

III. 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 February, the in-person show will be stepping up its very active role in inspiring and guiding visitors in the building of creative and unique Spring Summer 24 collections.

Trend directions and decoding tools created by the Première Vision fashion team to inspire and guide visitors in creating their Spring-Summer 24 collections

- **The Spring-Summer 24 color range** with its 28 shades exclusive to Première Vision. An inspiring and tangible tool, with multiple options for all markets.
 - Information about the range is available [in a special article on the website of Première Vision](#).
- **5 forums and fashion inspiration areas at the show:** Essentials Forum (Hall 6), Eco-Innovation Forum (Hall 4), Decoration Forum (Hall 5), Leather Forum (Hall 6), Designs Area (Hall 5).
- **Fashion Information Desk** (Plaza of Hall 6).
- **Emerging Brands Desk** (Plaza of Hall 6).
- **Eco Information Desk** (Hall 4).
- **A new format for the forum fashion reports**, offering additional information about the season's leading highlights, which can be downloaded at each forum via a QR code.
- **NEW! On each forum, interactive screens** will present the Première Vision fashion team's selection of fabrics. Connected to the show's marketplace, these screens will link directly to the product sheets presented.
- **A 3D Forum and Live Sourcing sessions online**
- **Trend Tasting seminars to be found at the exhibition (Talks Area - Hall 4)**
- **Seasonal decodings and informational content** to discover in the Trends section of the online magazine on the Première Vision site.



1. A COLLABORATIVE, SUSTAINABLE AND DESIRABLE SPRING SUMMER 24

The spring summer 24 season heralds a new era - and appeals to a keen sense of observation. Projections into a viable and desirable future are founded on expert know-hows, see ahead to new collaborative models and trigger the implementation of more thoughtful alternative solutions.

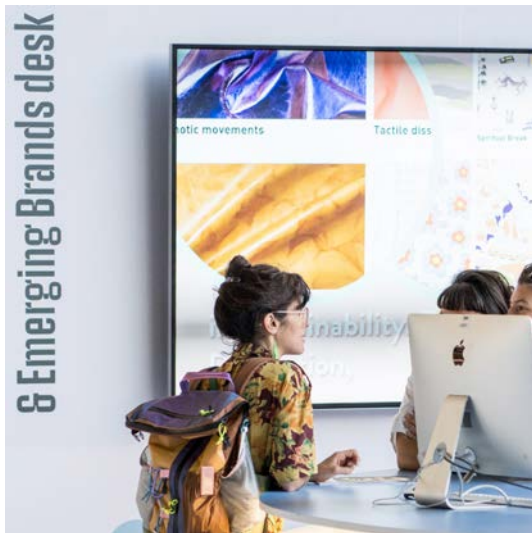
- **Taking bold steps** to address new situations and changing needs.
- **Buying time to offset risk** by turning to sustainable methods and aesthetic approaches that are targeted, less madly rampant and more well developed.
- **Taking the time to think through processes, products, life cycles and production**, seeking to economize resources, without inhibiting creativity.
- **Connecting the ecological and the artificial**, to optimize resources and performance.
- **Cultivating the synergies** between pragmatic and utopian thinking, to build in a new way.
- **Turning to dreams and the imagination** to drive innovation and development.
- **Opting for light**, which plays a key role in developing a clear and illuminating vision of color.
- **Leveraging color**, whether radiant or subtle, to serve as a magnetic driver for the renewal of materials.
- **Celebrating materials**, fundamental anchor points in the real world, and synonymous with rarity and quality.
- **Assigning value to quality** and authenticity - partners of sustainability and circular processes.
- **Rethinking beauty criteria**, embracing dissonance, inventing unexplored formal vocabularies.



2. INFORMATION POINTS TO GUIDE DESIGNERS AND BUYERS

A. FASHION INFORMATION DESK (Plaza HALL 6)

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.

C. ECO INFORMATION DESK (HALL 4)

Located in Hall 4, near the Smart Creation area dedicated to sustainability and Fashion Tech, the Eco Information Desk is there to answer questions about the eco-responsible offer of the show and guide buyers in their sourcing: eco-designed products, solutions for developing sustainable fashion collections, or any general questions about eco-responsibility...

3. FIVE FASHION-INFORMATION AND INSPIRATION FORUMS

5 Forums and immersive inspiration areas to discover the season's key products and principle creative and technological innovations to source at the show, along with favorite products selected by the Première Vision fashion team.

In each forum, interactive screens propose a selection of materials made by the Première Vision fashion team. These screens are connected to the show's Marketplace, and link directly to the information sheets of the products presented.

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 Spring Summer 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 INNOVATIONS» forum presents new sustainable developments and highlights for Spring Summer 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 Spring Summer 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 Spring Summer 24 products from tanners, tawers and textile manufacturers specialized in leather goods and footwear.

DESIGNS AREA (HALL 5)

The DESIGNS AREA presents the highlights of fantasy designs and patterns for Spring Summer 24, with motifs and embellishments for prints, embroidery, jacquards and knits, created by Première Vision Designs exhibitors.

B. NEW! A SEASON REPORT TO DOWNLOAD AFTER THE SHOW

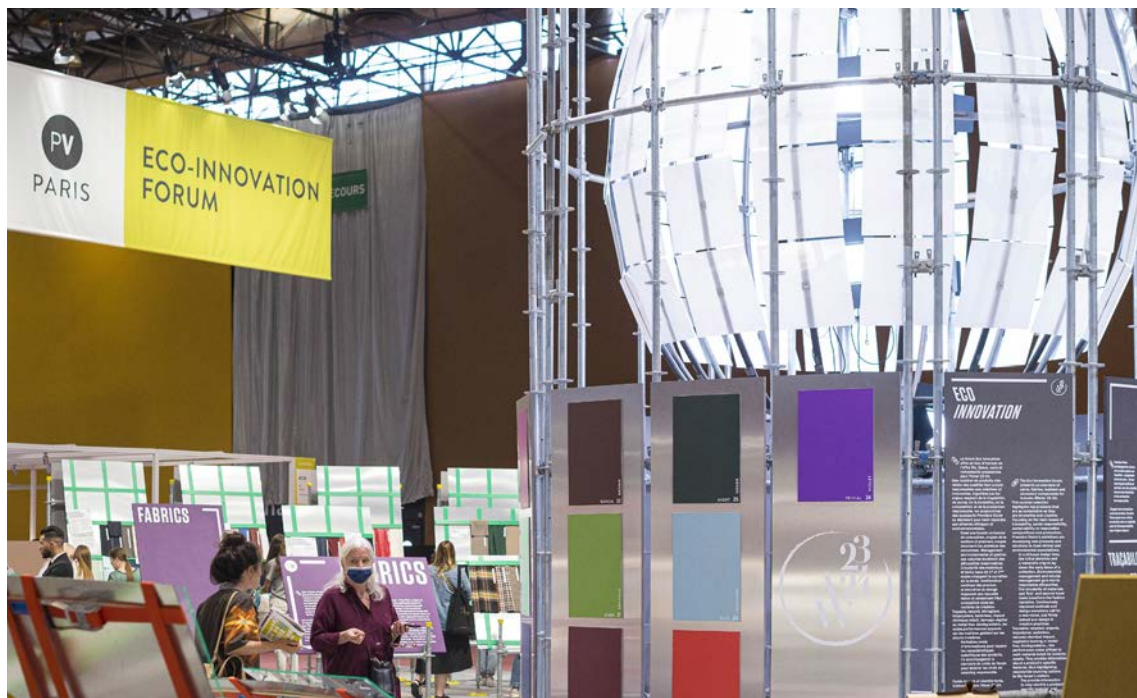
As of the week after the show, visitors can find **all the Première Vision fashion content to complement their visit** in an exclusive **Season Report**, a complete PDF document to download free of charge that contains:

- Articles **decoding the trends** of the Spring Summer 24 season, created by the Première Fashion team and its partners.
- **Replays of the Talks, conferences and fashion Trend Tasting**
- **Selections of key products** that marked the season
- A **3D virtual visit** of one of the show's forums

C. GUIDED VISITS OF THE ECO-INNOVATION FORUM

At the show, Première Vision's fashion team will offer free guided tours of the Eco-Innovation Forum. A privileged moment to decode the latest creative and eco-friendly innovations of Première Vision Paris 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 20 persons.*



4. 2 TREND TASTING SEMINARS TO DECODE SPRING SUMMER 24 AND ITS SUSTAINABLE INNOVATIONS

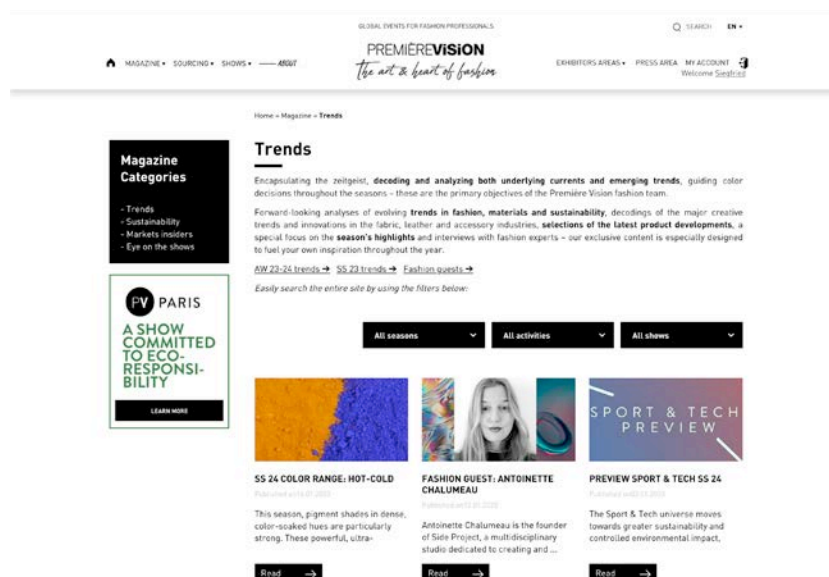
The **Première Vision** fashion team presents two seminars to decode the season's colors and trends, and examine the latest developments in sustainable sourcing. Presented at the show in the Talks Area conference space (Hall 4) and streamed online, these TREND TASTING seminars enrich the fashion information found at the show and in the forums. They are available in replay on the **Première Vision** website in the weeks following the show.

- **SS 24 Fashion Trend Tasting**: This fashion seminar will present the key choices and messages of the Spring-Summer 24 season, to discover the synergies between fabrics, leathers, accessories and patterns, also featuring a decoding of the season's exclusive color range and the harmonies essential for developing the new collections.
 - › A 60-minute seminar presented by Lucie Jeannot, Project Manager with the **Première Vision** fashion team.
Tuesday 7 February at 2 pm, Wednesday 8 February at 11:45 and Thursday 9 February at 10:30 am
- **Eco-Innovation Trend Tasting**: A seminar created by the **Première Vision** fashion team to address the industry's needs in terms of effective and committed sourcing, by providing a concrete look at the season's sustainable developments, including key trends and sustainable innovations in fabrics, leathers and accessories.
 - › A 30-minute seminar presented by Sara Van Pee, Project Manager with the **Première Vision** fashion team.
Tuesday 7 February at 12 pm, Wednesday 8 at 10:30 am and Thursday 9 at 11:45 am

5. SPRING SUMMER 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 discover online during the show and throughout the season, in [the «Trends» section of the **Première Vision** magazine](#), to keep abreast of the industry's latest trends, eco-responsible innovations and industry know-hows.



IV. A RICH PROGRAM OF CONFERENCES AND EVENTS

This new edition of *Première Vision Paris* will host 20 conferences in a dedicated space, the Talks Area, north of Hall 4. A panel of industry professionals and experts will speak on the major themes that are making news in the industry (ecological transformation, digitalization, trends...) to better understand the challenges of fashion today and tomorrow.

A cycle of 20 conferences, including fashion seminars, to be followed live at the show and in live streaming, and to be found in video replay on the *Première Vision* website.

Alongside this programme, a series of events within the event will help to enliven the show, to inspire and surprise visitors.

1. 20 CONFERENCES

TUESDAY 7TH FEBRUARY

10 am – [INNOVATION PITCH] Piñayarn, a new textile solution positively impacting the planet and people

Making its exhibition debut at *Première Vision Paris*, Piñayarn is the first yarn from textile pioneers *Ananas Anam* and offers a fully recyclable, compostable and biodegradable textile solution. Made from the same waste pineapple leaves as the company's first product, Piñatex, Piñayarn is a low-impact and 100% plant-based yarn with a positive social and environmental impact.

- Pitch presented by **Melissa Braithwaite**, Product Development Manager, Piñayarn

10:30 am – Sustainable Textiles : Certification & Traceability in the textile value chain

How brands and textile companies could manage their KPI's through implementation of eco-responsible practices within their value chain, by using sustainable certifications and their traceability tools.

- Talk led by **Vincent Duret**, Textile Business Unit Manager, Ecocert

11 am - Design & Circularity: How Sportswear reduces & disrupts its time 2 market?

What are the new KPI's for circularity and sportswear? Smart tech is one answer. Technological contributions have disrupting the time-to-market, forcing us to rethink design, sourcing and bringing customers into the center of it.

- Talk animated by **Aude Penouty**, Founder & R&D Director, Entada Textile, sustainable sourcing & design consulting.
With **Romain Trebuil**, Co-Founder & CEO, Circle Sportswear /
Nicole Schram, Global Business Development Manager; Lenzing Group

12 pm – Eco-Innovation Trend Tasting

A new seminar! Designed by the *Première Vision* fashion team to better target fashion-industry needs, it provides a concrete look at the season's sustainable developments, with key trends and eco-friendly innovations in fabrics, leathers and accessories. A can't-miss event for effective, sustainable sourcing!

- Seminar presented by **Sara Van Pée**, *Première Vision* Fashion Team

2 pm – Fashion Trend Tasting

A fashion seminar presenting the SS24 key messages and perspectives, for a full understanding of the synergies between fabrics, leathers, accessories and motifs. With a decoding of the exclusive seasonal color range and its indispensable harmonies, to assist in the development of fashion collections.

- Seminar presented by **Lucie Jeannot**, *Première Vision* Fashion Team

3 pm – Micro-fibers, a mega concern

They're all over our planet, raising a number of concerns. These particles, measuring less than 5 mm, are far from harmless. Their proliferation in the environment is generating multiple questions and case studies. Come examine this issue with us as we identify the reasons, but also look at risk assessment tests, possible solutions, and a roadmap to limit their impact.

- Talk led by **Marina Coutelan**, Eco-responsible fashion consultant.
With **Charline Ducas**, Director, The Microfibre Consortium /
Marie Stephan, Textile Component Engineer, Décathlon

4 pm – Sourcing strategies: what lies ahead?

Première Vision x Institut Français de la Mode Chair

2022 was marked by a level of instability in economic conditions rarely seen before. With the COVID-19 health crisis far from over, the global economy has seen the return of high inflation which looks set to last. On the European side, the euro has suffered a sharp decline and the fashion markets are struggling to reach the levels achieved in 2019. In this context, have private labels had to rethink their sourcing habits? Has China's zero-COVID policy changed the geography of sourcing? And finally, with growth expected to slow right down in 2023, what lies ahead for sourcing strategies?

- Talk led by **Gildas Minvielle**,
Director of the Economic Observatory, Institut Français de la Mode (IFM)

5 pm - Eco-design – what levers for sustainability in the leather industry?

From supplier commitments to eco-designed finished products, what are the keys to ensuring a transition to greener practices? Environmental management, innovation and know-how, upcycled materials, and products designed to guarantee excellence and longevity... join our speakers to discover the different options that exist for responsible sourcing.

- Talk animated by **Marina Coutelan**, Eco-responsible fashion consultant
With : **Juliette Angeletti**, founder of Phi 1.618, a maker of luxury leather goods /
Olivier Grammont, co-founder of Recyc'leather /
Carine Montarras, leather expert at Première Vision /
Thierry Poncet, Director of Industrial Expertise and Sustainable Development at CTC

WEDNESDAY 8TH FEBRUARY

10 am – [INNOVATION PITCH] The development of a fully regenerative Backpack

The Swiss-based Bag Brand QWSTION has developed its own textile called Bananatex®. It is the first technical fabric made from 100% banana fibers, fully plastic free and therefore a circular alternative to many synthetic materials currently used. In addition, Bananatex® has been made available to other brands and industries in order to effect maximum positive change.

- Talk led by **Hannes Schoenegger**, Co-founder & CEO, Bananatex®

10:15 am – [INNOVATION PITCH] Brewed Protein™ Fibers: advancing the circular economy

Introducing Brewed Protein™ fibers, a new class of plant-based, animal-free and biodegradable protein materials manufactured through Spiber's proprietary fermentation (brewing) process. We look forward to sharing our vision to help accelerate the transition of the textile industry from a linear "take-make-use-dispose" model to regenerative and circular systems.

- Talk presented by **Callie Clayton**, Global Client Relations Manager, Spiber

10:30 am – Eco-Innovation Trend Tasting

A new seminar! Designed by the Première Vision fashion team to better target fashion-industry needs, it provides a concrete look at the season's sustainable developments, with key trends and eco-friendly innovations in fabrics, leathers and accessories. A can't-miss event for effective, sustainable sourcing!

- Seminar presented by **Sara Van Pée**, Première Vision Fashion Team

11:45 am – Fashion Trend Tasting

A fashion seminar presenting the SS24 key messages and perspectives, for a full understanding of the synergies between fabrics, leathers, accessories and motifs. With a decoding of the exclusive seasonal color range and its indispensable harmonies, to assist in the development of fashion collections.

- Seminar presented by **Lucie Jeannot**, Première Vision Fashion Team

2 pm – SMART TECH: Digitalizing Design

Every transformation in fashion starts with inspiration, creativity, and the wide-open horizon of design. Discover how smart technology is changing the way we plan, visualize ideas, and bring new possibilities to life digitally and physically.

- Conference led par **Ben Hanson**, editor-in-chief - The Interline.
With **Danny Reinfeld**, Managing Director of Europe - Style3D / **Graham Sullivan**, CEO - SEDDI / **Barbara Maiocchi**, CEO & Co-Founder - Livetrend / **Joana Medina**, Fashion Strategic Account Manager - Stratasys / **Robby Dubus**, Project Manager- Textil'IA

3 pm – SMART TECH: Capturing Supply Chains

Connectivity is at the heart of supply chain transformation. From fabric digitization and innovation, to communication, collaboration, and control, find out how smart technology is bridging the gaps between brands and their partners.

- Conference led by **Ben Hanson**, editor-in-chief - The Interline.
With **Apolline Fuchs**, International Partner Manager - TEKYN
Jason Eric Brown, Sales Development Manager - Swatchbook / **Renate Eder**, CCO - Vizoo
Clarisse Reille, General Manager - IFTH / **Vincent Gurdal**, CEO - VVC
Koen Warmerdam, Co-Founder and Brand Director, Aware - The Movement

4 pm – SMART TECH: Revolutionizing Product Journeys

The route a product takes from concept to consumer is being more heavily scrutinized than ever. Proof of provenance, anti-counterfeiting, data-backed environmental and ethical sustainability - explore the ways smart technology can provide answers to the biggest questions being asked of fashion at the product level.

- Conference led by **Ben Hanson**, editor-in-chief - The Interline.
With **Augustin Firino Martell**, Manager of Fashion & Apparel Activities - Crystalchain / **Jean-Baptiste Ceaux**, Director of Operations for Europe - Sourcemap / **Sven Matzen**, Account Manager - Pivot 88 / **Roman Houlbreque**, Head Of Customer Excellence - Retraced / **Pantxika Ospital**, Business Consultant - Belharra

5 pm – SMART TECH: Transforming Transparency & Sustainability

The full picture of sustainability is complex, covering everything from resource usage and biodiversity impact measurement, to sourcing strategies that start to account for the human cost of fashion. Uncover how technology platforms, new data sources, and new consumer-facing tools are helping to truly move the needle on sustainability.

- Conference led by **Ben Hanson**, editor-in-chief - The Interline.
With **Laure Betsch**, Co-founder - Fairly Made / **Chandra Prakash Jha** - FFBS / **Marguerite Dorangeon**, Co-founder - Clear Fashion / **Luis Oliveira**, CEO - Wonder - Raw / **Max Gilgenmann**, Co-founder - Studio MM04

THURSDAY 9TH FEBRUARY

10 am – [INNOVATION PITCH] **AirMycelium®**, Perfecting mycelium materials

Ecovative's AirMycelium® technology produces tunable, next-generation mycelium materials for use in fashion and other industries. These materials are plastic free and circular, but to make a lasting impact requires scale, which Ecovative is achieving through control of the supply chain, a team of scientists dedicated to maximizing quality and yield, and close research and development partnerships with leading brands.

- Talk led by **Gavin McIntyre**, Co-founder and Chief Commercial Officer, Ecovative

10:15 am – [INNOVATION PITCH] **Induo turns our old clothes into new clothes!**

Today, less than 1% of used textiles are recycled as clothing. At the end of its life, the majority of textile waste is incinerated or ends up in landfill. We must act now. Come and discover the new, patented Induo technology capable of producing new fibers from 100% recycled textiles.

- Talk presented by **Pauline Guesné**, Co-founder, Induo

10:30 am – **Fashion Trend Tasting**

A fashion seminar presenting the SS24 key messages and perspectives, for a full understanding of the synergies between fabrics, leathers, accessories and motifs. With a decoding of the exclusive seasonal color range and its indispensable harmonies, to assist in the development of fashion collections.

- Seminar presented by **Lucie Jeannot**, Première Vision Fashion Team

11:45 am – **Eco-Innovation Trend Tasting**

A new seminar! Designed by the Première Vision fashion team to better target fashion-industry needs, it provides a concrete look at the season's sustainable developments, with key trends and eco-friendly innovations in fabrics, leathers and accessories. A can't-miss event for effective, sustainable sourcing!

- Seminar presented by **Sara Van Pée**, Première Vision Fashion Team



2. EVENTS CELEBRATING INSPIRATION AND INNOVATION

A. EXHIBIT: JENNY HYTÖNEN, WINNER OF THE GRAND PRIX DU JURY PREMIÈRE VISION FOR FASHION AT THE 37TH FESTIVAL DE HYÈRES

Last October 19th, the 37th edition of the Hyères International Festival of Fashion, Photography and Accessories closed with the awarding of the prizes, including the Grand Prix du Jury Première Vision, awarded this year to Finnish designer Jenny Hytönen.

This February at Première Vision Paris, the winner will present her collection and designs in a new exhibit in Hall 4. Beyond the young designer's clothing, the exhibition will also showcase the know-how of the Première Vision Paris exhibitors she worked with to develop her collection.

JENNY HYTÖNEN'S COLLECTION

A graduate of Finland's prestigious Aalto University, the 25-year-old designer presented a unisex collection **between delicacy and brutality**, combining ultra-feminine pieces in fishing nets inset with glass beads with thick recycled leather jackets studded with metal screws and bolts.

The designer stresses the importance of handwork and patience, as each bead was embroidered one by one, and some jackets took up to 15 days to make. **The collection is signed by visible labels developed with the Italian manufacturer Emmetex, whom she met at the Première Vision Paris show last February.**

Jenny Hytönen adds a touch of techno-futurism to this handcrafted work with her "Cyborg" wedding dress where a transparent beaded veil lies over a bodysuit lit by LED lights that detect and display the heartbeat of the wearer.

A collection that appealed to Glenn Martens, artistic director of his label Y/Project and of the Italian brand Diesel, who presided over the jury for this 37th edition alongside prestigious figures from the fashion world. **Jenny Hytönen was awarded a design grant worth €20,000.**



PREMIÈRE VISION PARIS WELCOMES THE FINALISTS FOR THE 38TH HYÈRES FESTIVAL

For over 11 years, Première Vision has been a partner of the celebrated festival of young fashion designers, to support textile creativity while helping to discover emerging talents destined to shape the creative industries of tomorrow.

To this end, Première Vision will welcome the 10 finalists in the Fashion Competition and the 10 selected for the Fashion Accessories prize for the 38th Festival to the Première Vision Paris show in February. The finalists will thus enjoy a privileged access to products - yarns, fabrics and accessories - from the world's leading companies, while being assisted in the creation of the collections they will present at the 38th edition of the HYÈRES INTERNATIONAL FESTIVAL OF FASHION, PHOTOGRAPHY AND ACCESSORIES, taking place at the Villa Noailles from October 12 to 15, 2023.

➤ More information [about the festival here](#).

B. SPECIAL EVENT AREA: WOOLMARK X NISSAN FORMULA E (HALL 6)

Throughout the three days of the show, Woolmark will present its new partnership with the Nissan Formula E team in the plaza at the entrance to Hall 6. The space will present the new Team Kit for the Nissan Formula E team, created in partnership with Woolmark. The Nissan Formula E (electric) race car will also be exclusively presented.

The Woolmark Company joins Nissan Formula E as its technical partner to develop a new high-performance Team Kit in Merino wool.

Season 9 will be Nissan' Formula E's fifth time competing in the ABB FIA Formula E World Championship and marks the beginning of the Gen3 era. Nissan Formula E helps bring zero-emission electric vehicles to a global audience.

For the first time, Merino wool has been put to the test through the Nissan team uniform, created and developed for its participation in Season 9 of the Formula E championship in the all-electric category.

These uniforms herald the emergence of a new kind of kit in motorsports, designed with natural materials and leveraging Merino wool's innate performance properties to maximize the performance and comfort of the entire team.

This partnership brings a new level of technical sophistication to Nissan's new Formula E racing uniforms. Created with durability and performance in mind, this Merino wool blend comprises base-layers, mid-layers and outer-layers with an average of 50% Merino wool to support performance through the technical benefits of wool.

• EVENT: LET'S CELEBRATE WOOLMARK X NISSAN FORMULA E!

Join us Tuesday, February 7 at 12:30 pm at the Woolmark x Nissan space to celebrate this innovative collaboration.

- To mark the occasion, the February Smart Creation podcast welcomes Damien Pommeret, Regional Director of The Woolmark Company.

➤ The Smart Creation podcast is [available here](#).



For more information about the Woolmark Company and Nissan, please visit their websites:

➤ [WOOLMARK](#)

➤ [NISSAN](#)

V. TRUE ROYAL OUTFITS THE SHOW'S HOSTS & HOSTESSES

For this edition, as for last July's edition, 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.

The two unisex jacket and trouser outfits, in colors from the Première Vision AW 23-24 range, are made in an organic cotton from Italian weaver **Borghi 1819**, a show exhibitor (stand 6D2). This is a particularly remarkable organic cotton, made by Supima and developed and produced in Italy in traditional factories. The transformation of the raw cotton, as well as its spinning and weaving, are thus entirely done in Italy.

TRUE ROYAL TALKS ABOUT THIS COLLABORATION:

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

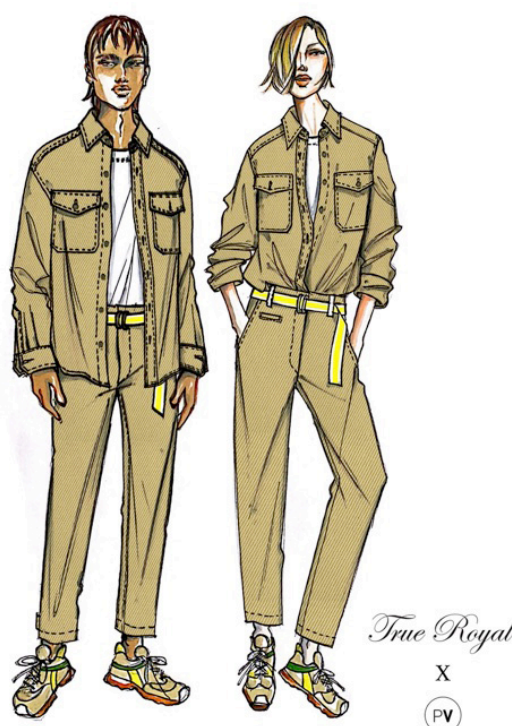
The initial idea behind the True Royal look created for Première Vision Paris was to design an outfit that went beyond gender, a very current theme linked to the unisex tradition of the late 60s.

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 its stand at the next Tranoi Women trade show from 2 - 5 March 2023 at the Palais Brongniart in Paris - www.tranoi.com

VI. GIMBER PARTNERSHIP: GOOD VIBES ELIXIR - ORGANIC & ALCOHOL FREE

GIMBER is an explosive little ginger-based bomb, a complex concentrate that's **100% organic** and strictly good vibes, **made from quality ginger**, lemon and spices to make your taste buds quiver.

Developed in Belgium, GIMBER is now available in three recipes:

GIMBER N°1 The Original, GIMBER N°2 Brut
with half the sugar, yuzu and lemon thyme,
and the tropical version **GIMBER S°1 Sweet Lilly**,
with ginger, passion fruit, pineapple and turmeric.

30ml of GIMBER for 200ml of fresh sparkling water,
topped by a sprig of thyme or mint - this is the brand's iconic recipe,
which can also be made in a 'hottie' version using hot water.

Truly versatile, GIMBER can be enjoyed all year round and can also be served neat,
in cocktails with or without alcohol, or in food preparations.
A drink that can be used in an infinite number of ways!

➤ You can find GIMBER at the SS24 Visitors Club in Hall 6
to fill up on energy at the Première Vision Paris show.

GIMBER®

The original



REGISTER FOR THE NEXT SALON PREMIÈRE VISION PARIS

In order to attend the show, 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 e-pass by e-mail.

UPCOMING PREMIÈRE VISION EVENTS

Made in France Première Vision

29 & 30 March 2023

Carreau du Temple, Paris

Denim Première Vision

31 May 31 & 1 June 2023

Arena Berlin, Germany

Première Vision Paris

4, 5 & 6 July 2023 - Paris Nord Villepinte Exhibition Centre

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