

PARIS  
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# INNOVATION AND NEWS

*Press release*



CLOUD OF FASHION  
**PREMIÈREVISION**  
PARIS

**A°19 W°20**

# PREMIÈRE VISION PARIS : THE SEPTEMBER EDITION USHERS IN NEW LAUNCHES AND AMBITIOUS DEVELOPMENTS FOR THE SECTOR

The global leader in upstream fashion trade shows, Première Vision Paris is launching new initiatives to accompany the changes taking place across the industry.

**Digitalization, eco-responsibility, creative innovations, inspirations ... From 19-21 September, the next edition of the show - held exceptionally this fall from Wednesday to Friday - opens new horizons around an extended transversal offer from 2,005 selected companies - a record for the show, which tops 2,000 companies for the first time - and strengthened strategic commitments in terms of the sector's coming challenges.**

**A September edition dedicated to the autumn winter 2019-20 collections, marked by several developments:**

**> In terms of the offer:**

- A strong development of manufacturing sourcing - The Sourcing Connection, with a Country Focus dedicated to Portuguese know-how - and in particular **leather manufacturing** - with a new specialised Leather Manufacturing area.
- Spotlight on the **reciprocal and growing influence of sport and fashion** - with a Sport & Tech forum and space, and dedicated conference cycle.

- A special highlight of **textile creation and designs** - Designs Factory at Première Vision Designs.

**> In terms of commitments :**

- Supporting **eco-responsible fashion** with an **even richer and updated Smart Square space** - Materials, finished products, services, discussions ...
- **A spotlight on the creativity** of today and tomorrow - 10th anniversary of the PV Awards, Hyères Festival exhibit, TexSelect® competition...

**> In terms of experiences :**

- Events and happenings - RITMOEMOTIVO, ANYTHING WORKS exhibit, Hair Custom Bar at Première Vision Accessories...
- Conferences - Workshops dedicated to leather working, conferences dedicated to sport and Portuguese manufacturing...

**> In terms of digital expansion :**

- Launch of the **Marketplace Première Vision** via a physical space, allowing visitors to experiment and test out the platform with the help of a dedicated team.

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PREMIÈRE VISION



A BROADENED  
SELECTIVE OFFER

A°19 W°20



**With 2 005 exhibitors presented across 5 halls, Première Vision Paris is foreseeing a +2.6% growth in the offer vs. September 2017 (which had 1,954 exhibitors).**

A strengthened and unequalled offer for the sector, one that is above all selective, creative and innovative: Yarns and fibres, fabrics, leathers and furs, textile designs, accessories and components, fashion manufacturing.



# THE SEPTEMBER 2018 OFFERS IN FIGURES

Overall, in September 2018  
Première Vision Paris will boast :

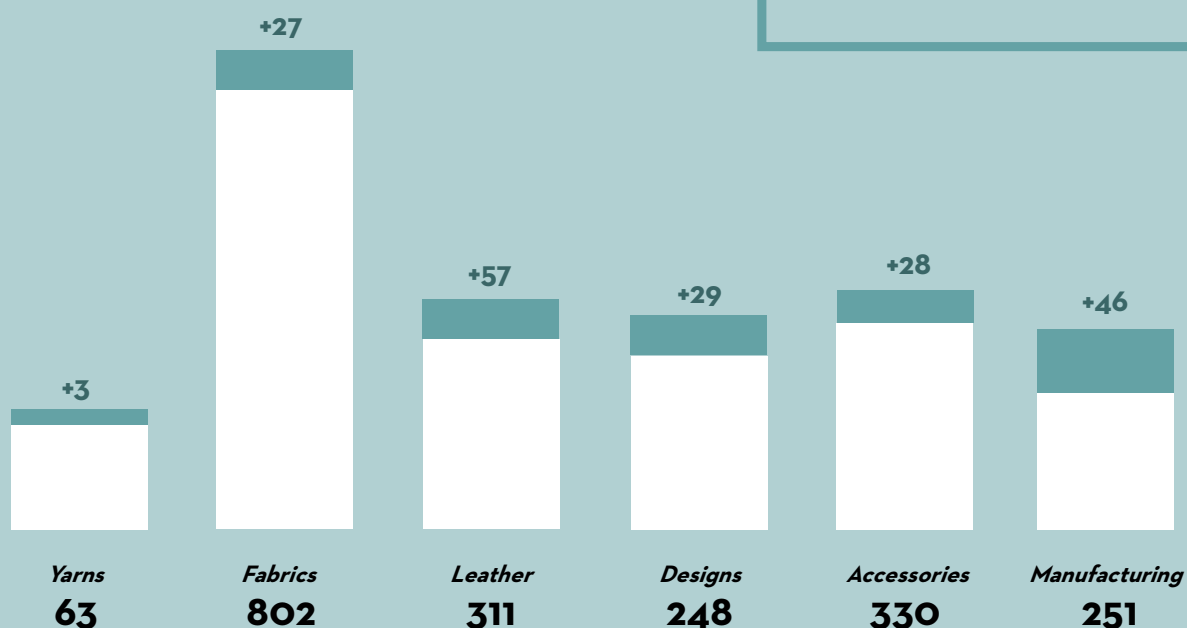


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Discover all the September exhibitors in the catalogue found at [www.premierevision.com](http://www.premierevision.com) or on the Première Vision Paris mobile app. You'll also find detailed information about the new companies joining the shows this season.

## TOTAL EXHIBITORS

NEW EXHIBITORS



## B. NEW: SPORT GAINS GROUND: SPORT & TECH – HALL 6

A particular area of strategic development at the next edition, sport has never permeated the world of fashion as much as it has in recent seasons.

To assist ready-to-wear brands looking for innovative products to develop their high-performance fashion pieces, **Première Vision Paris is now highlighting the sport and technical offer from its exhibitors through new spaces, a dedicated fashion decoding and a specific conference program:**

• **A SPORT & TECH SECTOR** sector in the heart of Hall 6 at Première Vision Fabrics (ex TECH sector): 74 specialist weavers, knitters and coating specialists.

### • A SPORT & TECH ITINERARY

itinerary available on the show's mobile app download here : ●

bringing together some 700 exhibitors specialist in sport and technical materials - a transversal offer from spinners, weavers, knitters, tanners, accessory makers, textile designers and fashion manufacturers.

• **SPORT & TECH FORM** (ex Tech Focus forum) presenting materials - fabrics, leathers, accessories - and prototypes of high-performance, creative finished products in an internationally more narrative and informative display. This season, the forum is based on the theme of «Fluent Mobility» (see the early directions, following).

### • A DEDICATED PROGRAMM OF

**CONFERENCES** in the SPORT & TECH forum, moderated by Pascal Monfort, founder of the TrendsMarketing REC agency: (program follows).



## WHAT EXPLAINS THIS NEW PHENOMENON, AND WHAT INFLUENCE DOES IT HAVE ON CREATIVITY AND THE INDUSTRY ?

**Explains this new phenomenon, and what influence does it have on creativity and the industry ? An examination of the issue with Pascal Monfort, a fashion consultant specializing in sport & lifestyle, and director and founder of Rec Trends Marketing.**

The complete interview can be found on the Première Vision website and in the Cloud of Fashion Newspaper #3.



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**Sport and fashion have never been so close. What's your take on this ?**

The communion between sport and fashion has reached its maturity and all areas are affected. From mass market to luxury houses, everyone needs sports, and they take real risks if they try and give it up. Refusing to integrate sneakers into a collection today is almost dangerous.

**You can also see that a sports spirit is mixed in with fashion too...**

Yes, and the entire sports world has been summoned. Athletes walked straight into the fashion universe. They sit in the front row of the runway shows. Their reach is immense and covers all parts of the world, far more than celebrities. In addition, sporting events also dictate fashion calendars with, for example, the creation of capsule collections for soccer's World Cup or the America's Cup.

**This has transformed the needs of brands. What are they asking for now ?**

The new generation of artistic directors in major houses likes to work with technical fabrics and materials that previously excited almost no one outside of the sports world. We used to want comfortable materials. Now they also have to be efficient and ultra-technical. [...]





# 1. LUENT MOTION AT THE HEART OF THE SPORT & TECH SEASON

Sport and fashion are sharing their codes and respective playing fields for positive everyday benefits. They integrate performance, stylish looks, bold colour and fantasy choices.

Whether for leisure or relaxing, for exploring the extreme or simply getting around the city, clothing accompanies motion, and targets increasingly demanding markets. By growing supple and lightweight, protecting without hindering, and creating warmth without exaggerating volume, these new-generation garments adapt precisely to each use.

**The SPORT & TECH season is articulated around 4 major fashion directions:**

## • OUTDOOR ADVENTURE :

### Ultra-performant lightness

Traditional and heroic sports, from mountaineering to far-off expeditions, are now joined by new practices such as trek-running and ski touring. Reliable and ultra-protective, garments combine maximum lightness and minimum bulk.

## • URBAN RIDERS :

### Protection and versatility

The turn towards an alternative micro-mobility - from kick-scooters to hoverboards, bicycles to electric scooters - creates new needs. To move with agility and speed between home, work and leisure activities, clothing merges a city spirit with a sporty energy, while standing up to changing weather.

## • ACTIVE SNOW :

### Technology and elegance

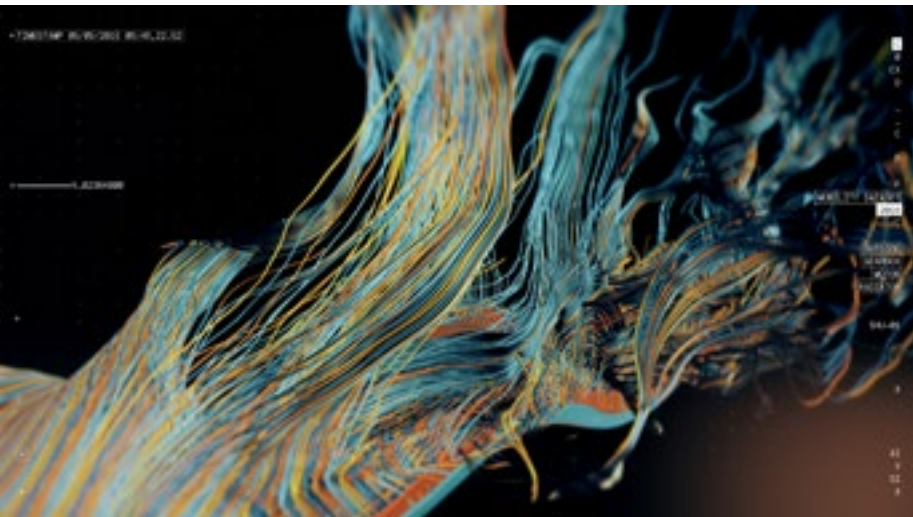
Skiwear flirts with design codes where ultra-technical pieces look simple.

A tailored spirit influences clothing construction, for elegant looks to wear on the slopes or in the city. Supple and flexible materials lend a certain ease to more «fitted» volumes, and accompany the body in motion.

## • INDOOR WELLNESS :

### Harmonious energy

A quest for well-being leads to a more intimate perception of performance. The endless variety of soft sports, yoga, Pilates and more steers research to athleisure products with almost cosmetic properties, with caring fabrics and personalized fantasy.



# A NEW PROGRAMM

Three conferences led by Pascal Monfort, founder of the research firm REC trendsmarketing, decipher the current state of relations between **Fashion and Sport**, along with two presentations by companies in the sector, all found in the SPORT & TECH Forum.

## CONFERENCES

**Wednesday 19 Sept. at 2 pm - Sport & Fashion, partners in success.**

Sportswear has become the most dynamic sector in the fashion industry. How can fashion and sports co-exist, drawing on each of their codes and references, for a win-win situation ?

**Thursday 20 Sept. at 3 pm - Sport: where performance meets with elegance.**

Technical cuts and fabrics are no longer just for sports, they're conquering the world of style as well. How performance products gained new uses, broad acceptance, and moved into the zeitgeist.

**Friday 21 Sept. at 11 am - Sport, from «Street Culture» to «Sport Couture»: Luxury meets a young generation of consumers.**

Luxury cosies up to sports to better connect and inspire a young generation of consumers around the world. How brands gain a better comprehension of new consumer standards by viewing sports as an ally.

To introduce presentations by SPORT & TECH exhibitors, and to round-out the products highlighted in the dedicated Forum, the **Première Vision fashion team will decode Fashion and Sport with an analysis of major influences and a broad look at the key points for technical and performant fabrics** or autumn winter 1920.



© Nguy'n Minh Chi'n - Unsplash

## TWO MASTERCLASSES BY EXHIBITORS

**Wednesday 19 September at 11 am**

Eurojersey / Framis Italia / Tanneries Pechdo / Schoeller Textil / Shinkong Textile / Paka Intertex / Carol Girod & Christophe Lépine from Agence C

**Wednesday 19 September at 4 pm**

**Sport & function in the fashion market**

Conference organised by German magazine TextilWirtschaft.

**Thursday 20 September at 11 am.**

Balas Textile / 37,5<sup>®</sup> Cocona Natural Technologies / Getex - Fermyl / Gruppo Mastrotto / JRC Reflex / Penn Textile Solutions - Penn / Italia / Polartec / Thindown  
Carol Girod & Christophe Lépine from Agence C.

# C. A RICHER MANUFACTURING OFFER: LEATHER MANUFACTURING, THE SOURCING CONNECTION, A COUNTRY FOCUS ON PORTUGAL

**This September, Première Vision Paris is strengthening its strategy of enriching the manufacturing sourcing offer, a strategy initiated in 2017**, to address a changing market seeking complementary and more diversified solutions - proximity, volume and specialized sourcing.

Adding to Première Vision Manufacturing, the show of fashion-manufacturing specialists from the Euro-Mediterranean basin and the Indian Ocean, **the show is proposing an expanded range of solutions dedicated to manufacturing sourcing, with 3 initiatives :**

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> A new space dedicated to the manufacture of leather items (clothing, leather goods, shoes) : **LEATHER MANUFACTURING**

> An area specialized in fashion-manufacturing solutions from the Asia-Pacific region : **THE SOURCING CONNECTION**

> An event to highlight the know-how of Portuguese manufacturers : **COUNTRY FOCUS, HONOURING PORTUGAL**

## GLOBAL SOURCING TRENDS

**In 2017, apparel imports from the EU totalled € 82 billion, up 1% from 2016:**

> Imports from Asia: + 0.7%

> Imports from Mediterranean countries: + 1.4%

## THE DYNAMICS OF PROXIMITY

In an increasingly uncertain economic and consumer environment, some order writers are committing less in advance, and turning more to Euro-Mediterranean sourcing.

In 2017, Mediterranean countries (Morocco, Tunisia, Turkey ...) maintained their relative share of European clothing imports at 17.9% in value. European imports of clothing from Morocco rose by 4.9%, against + 1.1% from Tunisia and + 0.5% from Turkey.

## ASIA'S MARKET SHARE REMAINS THE LARGEST BUT HAS STABILIZED

Asia's market share has declined slightly, but it still constitutes by far the # 1 sourcing zone. Its market share rose from 76.4% in value in 2016 to 76.2% in 2017. Imports from China-Hong Kong combined decreased by 2.9% in value while imports from Bangladesh and Cambodia gained, respectively, 2.3% and 8.5%.

Source : These figures were gathered and analysed by the Economic Observatory of the Institut Français de la Mode (IFM), in the framework of the IFM-Première Vision Chair dedicated to the Economy of Creative Materials launched in January 2016.

# 1. NEW LEATHER MANUFACTURING SPACE - HALL 3

Consolidating its positioning in high-end apparel and leather goods, and to meet international visitors' increasing demand for creative materials and finished product solutions, Première Vision Leather is expanding its offer of leather-goods and footwear manufacturing to include the manufacturing of leather clothing.

**In Hall 3, at Première Vision Leather, the new LEATHER MANUFACTURING space will now introduce fashion brands to know-hows from a select group of 21 exhibitors: manufacturers of footwear, leather goods and, new this season, leather clothing.**

To complete this strategy of expanding its offer, **Première Vision Leather will also host a program of conferences and dedicated workshops** (program to come), particularly around the topics of eco-design and leather traceability.

## TWO CONFERENCES PROPOSED BY THE CTC

Le Conseil technique du Cuir (CTC) will organize 2 conference/workshops to enlighten brands in the process of creating and producing their footwear and leathergoods collections :

### Wednesday 19 September à 14h

Finishes for Leather Goods Uses and Instructions

*Emmanuel Rossignol - Head of the Leather Goods department at CTC*

The quality of finishes is an integral part of leather goods savoir-fair: this means using gestures and techniques to enhance creation. Between tradition and design, how can this expertise be put to best use ?

CTC will present a conference - workshop and open the discussion around the winning synergies between stylists, designers and

### Thursday 20 Sept. à 14h - Footwear Innovation in Shape Control with Last Engineers Christophe Cumin -Head of Footwear Department at CTC

Form is the basis of shoemaking, at the crossroads between technical features and design, comfort and the quality of the product.

## THREE ROUND TABLES WITH NATHALIE ELHARRAR

Consultant, footwear designer and IFM professor Nathalie Elharrar will share her experiences, and propose directions for successful footwear collections via 3 round tables with industry entrepreneurs.

### Thursday 20 September

**12h** : Round table : Hearing from Entrepreneurs:

Discover a region rich in leather-goods making savoir-faire with the Graulhet/le cuir cluster.

**4 pm** : Round table : Eco-design, the new DNA of brands.

### Friday 21 September

**2 pm** : Round table: Up-Cycling





# THE SOURCING CONNECTION - HALL 2

**THE SOURCING CONNECTION**, a specialised area dedicated to sourcing from the Asia-Pacific zone, offers a quality clothing product that meets the main criteria of conformity required by fashion brands, thanks to a unique and demanding selection process: compliance of production units, production lines, the application of social and wage regulations ...

Manufacturers, subcontractors and garment makers, whether developing private label collections or pre-established finished products, these **56 exhibitors** have thus all be vetted by a **Selection Committee specific to the manufacturing activity sectors**, whose expertise is rounded out by an **audit commissioned by Première Vision from BUREAU VERITAS**, the world leader in compliance assessment and product certification.

This offer complements that of Première Vision Manufacturing, which meets the global sourcing needs of fashion brands, thereby covering all the global sourcing zones for textiles and clothing..

To enhance the show's readability, **THE SOURCING CONNECTION offer is broken down in 5 style universes and product categories:**

- > **URBS AND SUBURBS** : the district of street and casual collections
- > **OFFICE HOURS** : the district of chic citywear and tailoring
- > **A FIT FRAME IN FASHION** : the district of sportswear and loungewear
- > **ALL BUT BLUE** : the district of denim and jeanswear
- > **DRESS FOR THE ELEMENTS** : the district of outerwear and performance

To facilitate the reading of the offer **THE SOURCING CONNECTION SELECTION** showcases the style choices through a selection of exhibitors' know-hows.



**CHINABRAND CONFERENCE : MADE IN CHINA, A NEW ERA****Wednesday 19 September at 10 am - Hall 2**

***The Foreign Trade Development Bureau (BDCE) and the Economic Council of the Embassy invite you to a conference, to better understand the new Made in China trend, and Chinese textile brands.***

The fashion industry in China is currently changing. China is the largest producer of textile manufacture. But China wants to be seen as more than just a manufacturing centre. China also wants to be a laboratory for design and innovation. Chinese fashion hopes to bring new inspiration to the entire world. Experts, journalists and representatives of Chinese society will explain the new «Made in China» trend.

***The Foreign Trade Development Bureau (BDCE)***

is a national trade promotion organisation established by the Chinese government. Over the past few years it has created a platform to promote Chinese brands abroad, and, since 2014, it has organised activities in more than ten countries, including the United States, Japan, Singapore, Hungary, Lithuania, Sri Lanka and Vietnam. Activities include promoting businesses and products, presentations of brand-name companies and business-matching fairs. This platform also helps Chinese brands to promote themselves and exhibit abroad.

### 3. FOCUS COUNTRY: PORTUGAL HONoured AT PREMIÈRE VISION MANUFACTURING - HALL 6

**PORTUGAL**  
YOUR RELIABLE  
BUSINESS PARTNER

For the second edition of the COUNTRY FOCUS - which aims to promote a country and its clothing know-how - Première Vision Manufacturing will host Portugal in a specially dedicated area.

The forum will present the know-how of the country's textile industry and its creative goals through a showcase of Made in Portugal products. Some 100m will be organized by ASM (Associação Selectiva Moda) and CENIT (Textile Intelligence Center) with technical support from CITEVE (Technical Center of Textile and Clothing of Portugal).

A true mirror of the excellence of Portuguese fashion, the COUNTRY FOCUS will shine a light on the country's strengths and competitive advantages: Creativity, Flexibility, Reactivity, Advanced Technology and Sustainability.

To meet the needs of international fashion brands, Portugal has skilfully transformed its textile industry beginning in the early part of the century to position itself today as a partner that is at once very high in quality, reactive, and able to respond quickly - sometimes a mere two weeks - to the increasingly tight production schedules of fashion brands, all with a concern for the highest level of environmental and social responsibility.

Portugal is the champion in terms of an ability to respond quickly to extremely short series, and is one of the most committed countries in terms of a circular economy, making it the preferred supplier of the most demanding markets.

The high technological level of the country - supported by a research system specifically dedicated to the textile and fashion industry - together with the diverse and eclectic know-hows it offers across the country, make Portugal one of the most world's most innovative regions in the sector.

In a global context marked by political and social instability, a search for innovation and greater responsibility, Portugal is a competent, competitive and stable local partner.

#### CONFERENCE - PORTUGAL: YOUR RELIABLE BUSINESS PARTNER Hall 5 - Room 501

##### • 3:45 pm - OPENING

Eurico Brilhante Dias - Secretary of State for Internationalisation of Portugal

##### • 4 pm - Textile and Apparel Sourcing in Portugal

João Paulo Pinto Machado - CENIT

(Centre of Textile Intelligence)

Manuel Serrão - ASM (Associação Selectiva Moda)

##### • 4:30 pm - Portugal, Your Innovative Partner

Braz Costa - CITEVE (Textile Technology Centre)

##### • 6pm - COCKTAIL

## THE MANUFACTURING ECOSYSTEM OF PREMIÈRE VISION PARIS

**4 activity universes.**

**272 selected expert companies.**

### PREMIÈRE VISION MANUFACTURING (HALL 6, NORTH)

As part of the Première Vision Paris ensemble, the show dedicated to fashion manufacturing specialists presents techniques from specialised fashion manufacturers (ready-to-wear, accessories, leather...) from the Euro-Med Zone and the Indian Ocean, two regions rich in fashion traditions, techniques and expertise.

**> 150 exhibitors** in september 2018

### A SPECIALISED AREA - THE SOURCING CONNECTION (HALL 2)

Solutions for the sourcing needs of high-volume to mid-range European fashion and accessory brands, on a fully global scale. Production heads and purchasing directors from these brands find here clothing manufacturers and sub-contractors for their apparel and everyday fashion and apparel collections. An offer that meets the main criteria of conformity required by fashion brands through a selection process based on an audit commissioned from Bureau Veritas by Première Vision.

**> 60 exhibitors** in september 2018

### NEW: A SPECIALISED AREA - LEATHER MANUFACTURING (HALL 3)

Located at Première Vision Leather, this space is dedicated to the fabrication of leather articles as seen through know-hows from footwear, leather-goods and leather clothing manufacturers.

**> 21 exhibitors** in september 2018

### SPECIALISED AREA - KNITWEAR SOLUTIONS (HALL 6)

The platform dedicated to the creative flatbed knits presents the know-how and developments from international companies with a diverse offer of specialties, products and origins. It is the can't-miss event for professionals looking for inspiration and new knit developments.



# SMART SQUARE : THE SPACE DEDICATED TO RESPONSIBLE CREATION SPREADS OUT- HALL 3

**In September, in the heart of Hall 3, the Smart Square doubles in size and expands its offer of products, innovations and services by developing this year an area dedicated to alternative materials, proposed by 25 new companies. An enlarged space revolving around 5 events :**



**will be accompanied by an explanatory information sheet.**

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## • SMART SERVICES :

An area dedicated to a select group of players specialized in sustainable development - certification bodies, associations, consultants ... They offer advice and solutions to exhibitors and visitors wishing to integrate greater responsibility into their organization, their manufacturing process or their collections.

## • SMART MATERIALS :

A new space dedicated to alternative materials that will bring together for the first time an offer of **innovative and responsible materials** - fabrics, leathers, yarns, accessories -, **finishing specialists** - dyeing, printing technology ... - and **manufacturers engaged in responsible production**.

## • SMART LIBRARY :

A forward-looking, informative forum for eco-responsible products, which will present **the most innovative developments in terms of responsible creation** selected from the autumn winter 2019-20 collections of **Première Vision Paris exhibitors**: these are Smart Creation ambassadors by activity sector, chosen for their responsible commitments - spinners, weavers, tanners, accessories manufacturers, and garment makers. **Each product presented**

## • SMART WARDROBE :

An exhibit of 10 final products from established fashion brands, including clothing, bags and shoes, created from materials from Première Vision Paris exhibitors and made according to responsible sourcing and manufacturing processes.

## • SMART TALKS :

Round tables, conferences, masterclasses, talks by exhibitors ... Each day experts and industry professionals will compare their experiences and share their thoughts on the major issues impacting the fashions of tomorrow (**a specific program will be announced later**):



## LEARN MORE ABOUT SMART CREATION AND THE SMART SQUARE

**Through its Smart Creation platform for study and communications, launched in September 15, the goal of the Première Vision Group has been to promote the responsible approaches of its exhibitors, and shed light on a new generation of values combining creativity, innovation and sustainability. These values create new perspectives and new competitive advantages for the entire creative fashion industry.**

In September 2016, Première Vision Paris for the first time created **Smart Creation**

**Première Vision** program in the heart of its shows, with an annual physical space - the **Smart Square**.

The Smart Square is the place to find information, share and discuss. A visionary, informative and multimedia space, once a year, in September, it rolls out at Première Vision Paris (Hall 3), allowing exhibitors, designers, buyers and fashion brands to experience and truly visualize the latest innovations in ecological and social responsibility in the creative fashion industry. Here they can also explore the issues driving contemporary consumers, who are increasingly aware that they must consume better, more intelligently and Smarter.

## A NEW SERIES OF TALKS

**«Tomorrow is now!»: In September, the Smart Square will examine in more detail the fashion issues of tomorrow.**

### THE SMART TALKS

Professionals and leading experts will take the floor to explore new methods of responsible creation and production, and present concrete examples of new generation innovations.

In parallel, the Smart Square's exhibiting companies will take the stage to share their experiences and innovations through a series of daily pitches (Program available on [www.premierevision.com](http://www.premierevision.com) in the Eco-Friendly section).

**Conferences presented by Giusy Bettoni,**  
*President of the C.L.A.S.S. showroom and Consultant in Sustainable Development for Smart Creation.*





## WEDNESDAY 19 SEPTEMBER

**1 pm: Changing the fibre landscape through performance and environmental advantages.**

• **Stacy Flynn, CEO and Co-Founder of Evrnu and Christopher Stanev, CSO and Co-Founder of Evrnu.**

Evrnu has invented and is deploying innovative technologies that are transforming the fibre landscape. Benefits include extending the natural cotton fibre lifecycle 5X, adding a high-quality waste-based feedstock, and opening markets with new engineered materials. Join the Co-Founders in a dialog about these capabilities and their impact.

**2 pm: Make Fashion Circular, an initiative by the Ellen MacArthur Foundation**

• **François Souchet, Director of Make Fashion Circular.**

For fashion to thrive in the future, we must join forces and design a circular economy for clothes. Francois Souchet, Lead, Make Fashion Circular will share insights from the Ellen MacArthur Foundation report 'A new textiles economy: Redesigning Fashion's Future', and a positive vision for a circular economy for clothes. Make Fashion Circular drives collaboration between industry leaders and other key stakeholders to create a textiles economy fit for the 21st century. Its ambition is to ensure clothes are made from safe and renewable materials, new business models increase their use, and old clothes are turned into new.

**3 pm: What Happens When You Put a Scientist and a Designer in the Same Room?**

• **Dr. Yuly Fuentes-Medel, Founder of Descience.**

Dr. Yuly Fuentes-Medel, Founder of Descience, focuses on the intersection of design and science. She will showcase examples and outcomes from the Descience program, which paired scientists and designers from different global backgrounds and regions to problem-solve meaningful human challenges. She will discuss the global science network and examples of newly formed companies, such as Bolt Threads, that are a true testimony to science in search of new sustainable systems.

## JEUDI 20 SEPTEMBRE

**10am : Crafting tomorrow's Luxury**

• **Cecilia Takayama, Director of Materials**

**Innovation Lab chez Kering;**

• **Géraldine Vallejo, Director of the Sustainability Program at Kering**

**11am : Parley®: Purpose is the new luxury**

• **Alexander Taylor, , leader of an industrial design studio and innovation consultant to Adidas**

• **Cyrill Gutsch, Founder and CO of Parley for the Oceans**

Ocean Plastic® is a range of materials created from upcycled plastic waste intercepted from open ocean, remote shorelines, beaches, underwater and in coastal communities before it reaches the oceans.

Parley understands current plastic is a design failure, seeing the long-term solution for marine plastic pollution in the redesign of the harmful material. In the meantime, Parley created Ocean Plastic® as a catalyst innovation that provides an immediate replacement for new, virgin plastic and transforms plastic waste into symbols of change. Join Parley Ambassador Alexander Taylor, leader of an industrial design studio and innovation consultant to Adidas, to hear how Purpose is the New Luxury.

**2pm : Circular Design Guidelines: an end-to-end approach to making**

• **Rebecca Earley et Kate Goldsworthy, co-founders of the Centre for Circular Design (Chelsea College of Arts, University of the Arts London)**

Rebecca Earley and Kate Goldsworthy and their team are creating a circular design guide for a circular economy. The concepts have been tested with Elin Larsson, Sustainability Director at Filippa K, and her team in Stockholm over a period of 18 months. Rebecca and Elin will join us to share their insights with attendees.



### **3:30 pm : Sustainability and traceability in the leather supply chain**

(Conference in partnership with ILM – International Leather Maker magazine)

• **Moderator :**

• **Martin Ricker, Content Director at ILM.**

• **John Graebin, DECKERS Materials director**

• **Chiara MORELLI, KERING Group**

• **Thierry PONCET, Head of Leather & Sustainable Development Department CTC (Conseil Technique du Cuir)**

• **Cédric VIGIER, Innovation Manager at CTC (Conseil technique du Cuir)**

The seminar will feature several short presentations from leading industry experts representing major brands and retailers, technical institutions and tanners: Building consumer trust through supply chain transparency, and understanding the business case for building a transparent supply chain and learn of practical steps on how to systematically track the source of all animal hides to its origin. During John Graebin, Chiara Morelli, Thierry Poncet and Cédric Vigier's presentation you will have a better understanding on why transparency is becoming so crucial for business and especially important for leather made products, what can be done today to create a platform for tracing the animal hides used in leather products.

## **FRIDAY 21 SEPTEMBER**

### **Business Model**

• **Julian Lings, Sustainability Manager at The North Face EMEA (Europe, Middle East and Africa)**

Julian Lings will share key values of VF's Made For Change strategy, focusing on the Circular Business Model's pillar of the strategy. Julian will have a good collection of case studies to share. The two main focuses will be: new business models and a new role for design.

### **2pm : Block chain in the era of transparency: a tool to connect products to data**

• **Neliana Fuenmayor, Founder & CEO of 'A Transparent Company' in partnership with Provenance.org**

Fashion supply chains are complex and often opaque, with limited interoperability and information is siloed. We work with fashion businesses to help them transition from linear supply chains to open and circular models, by creating product engagement at the point of sale, by connecting the product journeys with Provenance TM software-based solutions with block chain technology. We will discuss the roadmap towards transparency in fashion, from end-to-end traceability to the point of sale and beyond purchase to achieve full circularity.

# LAUNCH OF THE PREMIÈRE VISION MARKETPLACE

**In what's destined to be a real revolution for the entire fashion sector, the Première Vision Marketplace, a BtoB e-commerce platform that's a first for the industry, will be inaugurated and go online during the September show.**

For the occasion, the Marketplace team will be available to inform exhibitors and visitors, as well as the press, at two dedicated meeting points: the square in Hall 6 and the Press Club (Mezzanine in Hall 6).

## LEARN MORE ABOUT THE PREMIÈRE VISION MARKETPLACE:

In a still fragile economic context and a fashion world seeing growing retail digitalisation and fragmented collections, Première Vision is bolstering its offer by expanding the shows' experience through its own BtoB e-commerce site.

Manufacturers and buyers will now be able to prolong their relationships throughout the year – so as to increase business opportunities for suppliers, and facilitate sourcing for brands.

**Uniquely reserved for Première Vision exhibitors**, the Marketplace will house their catalogues and give them an opportunity to market their products online. **Intended for buyers from around the world**, the platform will be open 24/7, so buyers can identify new suppliers, request samples and be informed of new creations throughout the year.

**Open to weavers as of the September show, the Première Vision Marketplace will welcome leather suppliers as of February 2018 and Accessories manufacturers as of September 2019. In the medium term, Première Vision aims to offer collections from 1,500 selected exhibitors and a base of 100,000 products, including textiles, leathers, accessories...**

**The Marketplace will also feature a magazine, trend presentations and analyses to provide buyers access to the expertise of Première Vision.** In addition, product news will be analysed daily by our show teams, in direct relationship to exhibitors' newest collections.

**More information to come on our website:**  
[www.premierevision.com](http://www.premierevision.com)



# THE DESIGNS FACTORY : ART & TEXTILE DESIGN AT THE HEART OF PREMIÈRE VISION DESIGNS – HALL 5

**Textile design is an indispensable part of fashion creation and an important element of differentiation for fashion brands in search of renewed creativity.**

**In September, to highlight the many facets of textile design and illustrate the close links between art and textile creation, Première Vision Designs welcomes a new space, conceived as a creative studio: the DESIGNS FACTORY.**

In the heart of Hall 5, visitors will be immersed in an artist's studio that looks like an industrial showroom where the exhibition's textile designers, like artists, will present their latest textile creations for autumn winter 2019-20. A lively space to find inspiration and new discoveries, the DESIGNS FACTORY is also a great spot for meetings and co-working, initiating creative collaborations between fashion brands and designers, and partnerships between experts in the sector.

The designers will present their exclusive designs on the walls, on textiles and even on skins thanks to an unprecedented printing process developed by the AGFA Group. Partner of the DESIGNS FACTORY, AGFA will present its know-how at Première Vision Designs in a dedicated space near the forum. The Belgian company will also exhibit its work at the entrance of the Première Vision Leather show (Hall 3) and at the stand of Italian tanner Nuti Ivo (Stand 3G89-3H90), which supplies the leathers on which are applied this exclusive printing technique

Committed to its support of textile design, **Première Vision Designs will welcome the 24 finalists from the British textile design competition TexSelect® / Textile Design Futures (ex Texprint®).** Also at the DESIGNS FACTORY, the **TexSelect® awards ceremony will be held on Thursday 20 September at 4:30 pm.**

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A RICHLY  
EXPERIENTIAL EVENT

A°19 W°20



**In September, Première Vision Paris presents a rich and diversified program to meet the industry's current challenges and to highlight the creative innovations of fashion today and tomorrow.**

> The **10th anniversary of the PV Awards** presided over by Belgian designer Olivier Theyskens (Hall 5)

> An exhibition of the work of an actively engaged couple, winner of the **Première Vision Grand Prix du Jury** at the 33rd Hyères International Festival of Fashion, Photography and Fashion Accessories: **Rushemy Botter & Lisi Herrebrugh** (Hall 5)

> Prize ceremony for the **British textile design competition TexSelect®** (formerly Texprint®) at Première Vision Designs (Hall 5)

> An exhibition dedicated to menswear: **RITMOEMOTIVO ANYTHING WORKS** (Hall 6)



# PV AWARDS : A 10TH ANNIVERSARY HEADED UP BY DESIGNER OLIVIER THEYSKENS

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© Thomas deschamps

**Wednesday 19 September 2018, 5.30 pm: join us in the Forum PV Perspectives (Hall 5) to discover the winners of the 10th PV Awards, the annual event dedicated to creativity and eagerly awaited by fashion industry professionals.**

**An exceptional ceremony celebrating the 10-year anniversary of these awards created in 2008 to highlight the creative work of companies exhibiting at Première Vision Paris from the leather and fabric industries.**

To select the products to be awarded, influential personalities from the international fashion scene responded to Première Vision's invitation.

**An exceptional jury** - whose final composition will be announced very soon - **which will welcome an exceptional President and materials expert:** the talented Belgian designer **Olivier Theyskens** who, after having successfully

shaped the destinies of Rochas, Nina Ricci and Theory, has made his re-entry on the Paris stage with his own eponymous label in 2016.

**In all, 8 PV Awards will be handed out, 4 prizes for fabrics and 4 for leathers:**

› **Grand Jury Prize 2018**, for the most outstanding, symbolic and pertinent fabric and leather of the season.

› **Handle Prize 2018**, for the fabric and leather allying the most astonishing tactile and behavioural qualities, those with the strongest emotional impact.

› **Imagination Prize 2018**, for the boldest, most original, most amazing fabric and leather in terms of decoration, technique, finishing, innovation and technology.

› **Fashion Smart Creation Prize 2018**, for the most creative responsible fabric and leather. In early September, the jury will convene privately to select the most outstanding creations by the Première Vision Fabrics and Première Vision Leather exhibitors, from amongst the autumn winter 2019-products. These products will be exhibited in the forums of the two shows -FABRICS SELECTION ESSENTIALS & LEATHER SELECTION - and indicated by special labels.

› **The ceremony will be followed by a cocktail in Hall 6 at 6:30 pm**

## RETROSPECTIVE PV AWARDS - MATERIALS LIBRARY

A retrospective look at 10 seasons of the PV Awards, showcasing the changing fashion landscape through the creative innovations of the winners over the past decade.

• Entrance to Hall 6

## PRESIDENT OF THE JURY

**OLIVIER THEYSKENS**

Designer (Belgium)

## JURY

(other members will be communicated very shortly)

**JEAN-PIERRE BLANC**

Director of the Villa Noailles

Founder and Director of the Festival d'Hyères (FRANCE)

**RUSHEMY BOTTER & LISI HERREBRUGH**

Première Vision Grand Prix de Jury at the 33rd Hyères International Fashion Festival  
(Netherlands)

**ALBERTO DAFFARA**

Director of Fabric and Accessories Purchasing

Kering / Stella McCartney (Italy)

**ZHONG HONG**

Director of International Cooperation

Donghua University - Shanghai International College of Fashion & Innovation (China)

**RAFFAELLA MANDRIOTA**

Textile Development

Marie Katrantzou (United Kingdom)

**DELPHINE MARTIN**

Product Development

Kenzo (FRANCE)

**ANTIGONE SCHILING**

Journalist, Slate.com

Founder of Faux Q Magazine (France)

**CLAUDE VUILLERMET**

Fashion Director, Première Vision Leather

**PASCALINE WILHELM**

Fashion Director, Première Vision

# SHOWCASE: RUSHEMY BOTTER & LISI HERREBRUGH, WINNERS OF THE GRAND PRIX DU JURY PREMIÈRE VISION 2018 AT HYERES



© Romain Costa

On Sunday 30 April, the duo of young Dutch designers from the Caribbean, Rushemy Botter and Lisi Herrebrugh, won the **Première Vision Grand Prix du Jury 2018** at the 33rd Festival of Fashion and Photography in Hyères. An award with a 15,000-euro prize that **Première Vision** awarded alongside the **President of the Jury**, designer Haider Ackermann.

Première Vision has been associated with the famous festival for young fashion designers for 7 years, fulfilling its mission **to support textile creativity while helping to discover new design talents destined to propel tomorrow's creative industries.**

**With this in mind, in February 2018 Première Vision opened the doors of its Première Vision Paris shows to the 10 finalists of the fashion competition and the 10 candidates selected for the new Accessories Prize.**

This gave the finalists exclusive access to products (yarns, fabrics and accessories) from the best companies in the world, and they also received support for the manufacturing of their collections.



## BUT PREMIÈRE VISION'S COMMITMENT DOESN'T END THERE!

In September, after having shown their collection at Première Vision New York (17 and 18 July), the winning duo will present their designs at Première Vision Paris (Hall 5) in an exclusive exhibit where looks from the winning collection will be on display.

Beyond the clothing designs, the aim of the exhibit is also to highlight the expertise of Première Vision Paris exhibitors.



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### FISH OR FIGHT : THE MEN'S COLLECTION BY RUSHEMY BOTTER & LISI HERREBBRUGH

The duo offers a joyous homage to the innate style of the Caribbean, celebrating the ability of unknown persons to embellish their daily lives by repurposing found elements. This collection consists of a three dimensional mix of items from a classic men's wardrobe, accompanied by sportswear and antiquated details one imagines picked up on a beach.

Colourful fishing nets are repurposed as belts or swimsuits, loud-coloured plastic bags are worn as scarves or used to weave a bustier. The soles of dress shoes serve as imposing platforms for sneakers. A piece of a baseball cap is added to the remainder of a straw hat, creating a haughty headpiece. These outfits are accessorised with rubber child floats and water

pistols washed up on the shore. The oversized Prince of Wales suits are reworked and deconstructed to create scruffy shapes opening to reveal graphic t-shirts or sport jackets. As the ultimate appropriation of these abandoned elements, large patches and embroideries cover this collection with the names of its designers.

**The garments recount the life story of those who wear them and their desire for something carefree**

<https://www.instagram.com/rushemybotter/?hl=fr>

# PREMIÈRE VISION DESIGNS SUPPORTS TEXTILE CREATIVITY WITH TEXSELECT®



*Textile Design Futures*

As every year in September, Première Vision Designs is partnering with the **TexSelect® / TEXTILE DESIGN FUTURES** (formerly Texprint) competition, open to young international design students at British fashion universities, of which it is one of the main sponsors.

In the heart of the show, in the **TexSelect® Village**, the **24 finalists** are featured alongside Première Vision Design exhibitors, providing a key attraction for buyers, designers and fashion brands looking for new discoveries and ideas.

JOIN US FOR THE AWARDING OF  
THE 8 COMPETITION PRIZES

THURSDAY 20 SEPTEMBER  
AT 4:30 PM  
IN THE TEXSELECT® AREA  
IN THE DESIGNS FACTORY  
PREMIÈRE VISION DESIGNS - HALL 5

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## THE 8 TEXSELECT® PRIZES :

- The **TexSelect Fashion Prize** is awarded for the best fashion-fabric design in any discipline
- The **TexSelect Interior Prize**, awarded by The Clothworkers' Company for the best fabric design for interior fabrics
- The **TexSelect Colour Prize** awarded for the best use of colour in a textile design, awarded by Mode...information
- The **TexSelect Pattern Prize** awarded by Liberty Fabrics for the best textile pattern
- The **Woolmark Company TexSelect Award**, awarded by the Woolmark Company since 2011
- The **Marks & Spencer TexSelect Fashion Fabric Award** awarded by Marks & Spencer since 2017

### And NEW this year:

- The **Worshipful Company of Woollen TexSelect Design Innovation Award** for the best design for woollens for interiors.
- The **WGSN TexSelect Award**

[www.texselect.org.uk](http://www.texselect.org.uk)

# RITMOEMOTIVO ANYTHING WORKS - HALL 6

The archives from **Stefano Chiassai's** studio speak to the colossal work of research, coolhunting and trendsetting that he has been conducting for a long time. During some 40 years of research and mad collecting across the world, the buying of exclusive vintage or unpublished articles in markets and specialized shops, he has created a unique collection of historical archives: "the daily bookshop Stefano Chiassai", containing over 15,000 pieces, including clothing, accessories and fabrics.

One day, while entering his archive room, Stefano saw before him a disorderly chaos, fragments of his personal and professional past. Immediately a desire to «put order to his chaos» turned into a true creative direction, which has given birth to a cultural project intended to stir curiosity about the history, culture, tradition and technical innovation found in the world of fashion.

**These archives are a place for experimentation and crossing influences between the past, present and future. A lab focused on a search for content, in which the new paradigms of contemporary style are generated. In the looks thus created, the old, the contemporary and the new meet and strengthen each other, by giving birth to a timeless method of researching and designing.**

We don't date looks anymore, we don't classify them, but we identify them through their content and message. The garment is not considered in its singularity, but is designed as part of a total look, to give value to a new timeless image and to make man the protagonist of this story and the messenger of a contemporary individuality.

This IMAGINAIREREVEUR was more extensively developed in a book produced in collaboration with Corinna Chiassai, «CAOSORDINATO», published in 2016 by Nuova Libra Editrice (editor of the textile trends magazine Zoom on Fashion Trends).

The concept has been staged in a series of **itinerant and inspiring installations that showcase 'work-in-progress' men's looks. An exhibition, «RITMOEMOTIVO», which will land at Première Vision Paris in September, makes reference to a second book published in June by Nuova Libra Editrice.**

<http://www.studiochiassai.it/en/>



# DAWEI INTRODUCES AN UPDATED JUMPSUIT FOR THE PREMIÈRE VISION HOSTESSES

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**Generous, sensitive, a perfectionist, Dawei finds true delight in designing a garment.** He begins with a specific inspirational element such as a photo, a button or a colour palette, then makes it his own by exploring all its developmental possibilities. From these experiments come themes that will weave together the story of each collection. Thus, the garment itself is, from the start, its own inspiration. Square cuts, subtle deconstructions, fabric mixes and colour play imbue Dawei's designs with a contemporary and citified atmosphere. The spirit is as fresh and dynamic as a free, energetic young woman. In a constantly churning universe, women find a welcome support in his designs: the pieces are practical and comfortable, as if the designer wanted to take care of their bodies in the bustle of the city. The elegance of his designs is offbeat and accessible, as seen in an evening dress made of a simple and low-key fabric.

**And lastly, Dawei's creations are smart. The designer's focus on details and finishings make them subtly strong pieces of clothing, skilfully linking usefulness, quality and delicacy.**

« At 17, I visited Première Vision for the first time ever with my school, the Chambre Syndicale de la Couture. I visited the show before I had even seen the Eiffel Tower! Since then, I come twice a year with the exact same enthusiasm. I'm particularly attached to beautiful materials, which inspire my designs. For the show's hostess teams, I created a structured jumpsuit using a wide-striped cotton plain-weave from Japanese weaver Maruwa. (Première Vision Fabrics / 6M1). »

In this original design created exclusively for Première Vision, Dawei updates functional garments with freshness and punch, proposing a woman's jumpsuit and a man's shirt in a very contemporary workwear spirit.

To accessorize this outfit, the hostesses wear one of the three models of headbands handmade by Fair Lady Export. This Indian specialist of embroidered accessories, is a faithful exhibitor of Première Vision Accessories, discover his entire collection on his stand 4G13. This headband is also a reminder of the Hair Custom Bar event at Première Vision Accessories, Hall 4. Customize headbands or have them done by professionals, for an accessorised hairstyle.



## ABOUT DAWEI

**Dawei Sun discovered the fashion world at the Ecole de la Chambre Syndicale de la Couture Parisienne**, and decided to make it his life's adventure. Shortly after finishing his studies, he started his career working at Lolita Lempicka, Balenciaga and John Galiano. Later, he created the **Belle Ninon** brand with a friend, Ling, and won the ELLE Fashion Award. The duo then took over the artistic direction at Cacharel. Strengthened by these experiences and seeking greater freedom in his work, Dawei launched his **eponymous brand** in 2016. Dawei is one of 12 young designers showing at the 2018 Designers Apartment.

*> Designers Apartment is a Federation-backed initiative, supported by the DEFI for the past 11 seasons. A dozen young designers are selected by a committee of industry professionals on the basis of their creativity and fashion vision. Now located in the Palais de Tokyo and part of the Paris Fashion Week Center, they fully participate in the Federation's initiatives.*



# PRESS CONFERENCE

**Wednesday 19 September 2018 at 11 am**  
**SMART SQUARE - HALL 3**

(Please note: **new location**)

**Presented by**  
**Gilles Lasbordes,**

General Manager of Première Vision

**and Chantal Malingrey,**

Marketing Director of Première Vision  
And Head of the Smart Creation platform

>To prepare and facilitate your visit, and keep up with all the latest news  
and events, download the Première Vision Paris app!

[www.premierevision.com](http://www.premierevision.com)

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