



# PRESS RELEASE

FEBRUARY 2017: A TRANSVERSAL AND CREATIVE OFFER

**#wearepremierevision**

**7-9 Feb. 2017**

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

# PREMIÈRE**Vi**sion

PARIS

YARNS / FABRICS / LEATHER / DESIGNS / ACCESSORIES / MANUFACTURING



## FEBRUARY 2017 - PREMIÈRE VISION PARIS: ENCOURAGING SIGNS IN A CHANGING GLOBAL MARKET

Première Vision Paris is set to open this February 2017 session dedicated to the Spring Summer 18 collections with a stable offer of 1,678 exhibitors and a strong, international visitorship.

Set against a complex global context - marked by a changing fashion market and political, security and economic threats - **the attractiveness and solidity of Première Vision Paris are driven by the demand for a selective offering, creativity as a structuring component of the industry, and a particularly rich program of innovations and news.**

During the show, Première Vision will unveil the economic activity of materials for creative fashion within the framework of the Première Vision Barometer – as part of the IFM Première Vision Chair – for the first half of 2016. Their data already confirms a better performance of this particular segment of the market in relation to global activity.

This February edition is also an opportunity to discover:

- the Wearable Lab, one of the show's most recent commitments, created to support and promote technological development throughout the sector.
- along with the fashion news, products, markets, events & culture.

### The major goals of Première Vision Paris:

- **Respond to a changing market** where fashion brands are ever more global and internationalized, with multi-product collections: ready-to-wear, leather goods, shoes, jewellery...
- Create **new outlets for exhibiting companies**, thanks to a visitorship that's 74% international, all high-quality industry professionals representing a diverse range of markets and positioning.
- **Create and foster bridges between often-compartmentalised industries**, in the framework of a seamless, efficient and coherent event.
- **Drive inspiration, thanks to exclusive fashion information.**



## PREMIÈRE VISION PARIS IN FEBRUARY 2017: ECONOMIC CONTEXT AND ENVIRONMENT

In the framework of the Chair dedicated to "The economy of creative materials for fashion" launched in partnership with the IFM (French Fashion institute) in January 2016, Première Vision provides an overview of the global macro-economic situation.

### OUTLOOK FOR THE WORLD'S ECONOMY

#### → Overview

In 2016, global growth slowed somewhat to +3.1%, versus +3.2% in 2015. In 2017, it is expected to reach +3.4%.

Among the most advanced countries, the economy rebounded in the US, and is expected to grow by 2.3% in 2017, up from +1.6% in 2016.

Nevertheless, there is some uncertainty surrounding the US economy. The fiscal stimulus announced by Donald Trump, who has pledged heavy investments in infrastructure, could boost growth. However, the possible protectionist measures would be rather regressive.

The situation in emerging countries is mixed (+4.5% expected in 2017), while business activity remains less sustained in the euro zone.

#### → Europe

For the euro zone, growth is expected to slow in 2017 (+1.6% expected in 2017 compared with +1.7% in 2016).

This is particularly the case in Germany (+1.5% in 2017 vs. +1.7% in 2016), in the United Kingdom (+1.5% in 2017 vs. +2% in 2016) in Italy where growth remains low (+0.7% in 2017 vs. +0.9% in 2016), and in Spain (+2.3% expected in 2017, compared with +3.2% in 2016).

So far, the British economy has held up better than expected following the Brexit vote. Growth in 2016 topped growth in the euro zone. Theresa May took charge quickly, and there was no period of uncertainty following the departure of James Cameron. Household demand, anticipating the return of inflation, also remains up.

#### → France

After rising by +1.3% in 2016, growth in France is expected to remain the same in 2017. Moreover, 2017 is a presidential election year, and the uncertain outcome does not favour business activity.

#### → THE BRICs

Growth in China was higher than expected thanks to the continuation of the recovery (+6.7% in 2016), and is expected to slow slightly in 2017 (+6.5%).

In Argentina and Brazil, activity was lower than expected. This was also true in Turkey, which suffered from a slowdown in tourist revenues.

In Russia, activity was slightly stronger than expected, resulting from a strengthening of oil prices.

Source: IFM, January 2017.

## TEXTILE-CLOTHING CONSUMPTION

Global patterns in consumption are uneven.

While the United States is growing, consumption is weak, while consumption continues to decline in several European countries.

In the US, for the whole of 2016, clothing consumption in specialty stores grew by only 0.8% in terms of value.

The 28-country European Union remains the world's leading clothing market, representing €326 billion in 2015. In total, the five major Western European countries (France, Germany, the United Kingdom, Italy and Spain) account for 76% of this spending.

In Germany, fashion and textile consumption fell by 2.5% in 2016.

Italy, which had experienced a decline of 2% in 2015, saw a somewhat improved situation, with textile-clothing consumption declining by only 1.5% in 2016.

Lastly, Spain continues to enjoy a positive trend in terms of consumption (+3.1% in 2016), while consumption in the United Kingdom remains stable (+0.2% compared with 2015).

In France, textile-clothing consumption declined by 1.2% in value in 2016 compared to 2015. After the stability observed in 2015, 2016 was marked by a return decline in consumption.

In an overall context where economic growth has remained weak, households were heavily relied upon to bolster the government's finances via additional taxes, which led to more severe spending trade-offs.

Clothing expenditures (3.9% of household budgets, including shoes, according to INSEE), are somewhat caught between pre-committed expenditures (rents and housing costs) and those resulting from new and changing lifestyles, especially in terms of culture and leisure, including audio and computer equipment and telecommunications expenses.



**FEBRUARY 2017 :  
PREMIÈRE VISION PARIS IN FIGURES**

**1 unique and consolidated ensemble of 6 leading shows**, now harmonised and fully integrated.

**1 selective, exclusive and diversified offer**, which is above all creative, high in quality and innovative, presented in **in 4 exhibition halls**.

**6 major business sectors** that are mutually complementary in terms of their offer, know-how and services.

New developments and collections from **1,678 exhibitors**:

- Companies numbering among the most creative and innovative in the world
- Exhibitors who are tending to invest more and better in the shows, with larger exhibition surfaces, richer stands, a broadened and more diversified offer...

**1 above-all international event:**

- **47 exhibiting countries**
- **Over 55,000 visitors** each season of whom are **74% international**.

**101 new exhibiting companies:**

- **all rigorously selected** based on their creativity, know-how, service quality and financial reliability;
- **coming from the leading countries** in the worldwide fashion industry.

**An exceptional loyalty rate**

on the part of exhibitors (over **90%**), testifying to the impact and influence of the Première Vision Paris shows in terms of international fashion-industry business.

**1 unique fashion expertise, exclusive seasonal information and directions** presented in **11 forums**, across nearly **5,000 m<sup>2</sup>** of dedicated fashion spaces.

FEBRUARY 2017: PREMIÈRE VISION PARIS IN FIGURES

**1 678 EXHIBITORS, 6 COMPLEMENTARY BUSINESS ACTIVITIES:  
THE PREMIÈRE VISION PARIS SHOW OFFER IN DETAIL**

Yarns and fibres, fabrics, leathers and furs, textile designs, accessories and components, fashion manufacturing...for 3 days, Première Vision Paris will present a rich and exclusive offer from 1,678 exhibitors at its 6 shows to global fashion players:

- **Première Vision Yarns:** The international show of yarns and fibres
- **Première Vision Fabrics:** The world's premier fabric show
- **Première Vision Leather:** The international leather and fur specialist show
- **Première Vision Designs:** The international show for creative textiles and surface designs
- **Première Vision Accessories:** The international accessories and components show for fashion and design
- **Première Vision Manufacturing:** The show of fashion-manufacturing specialists

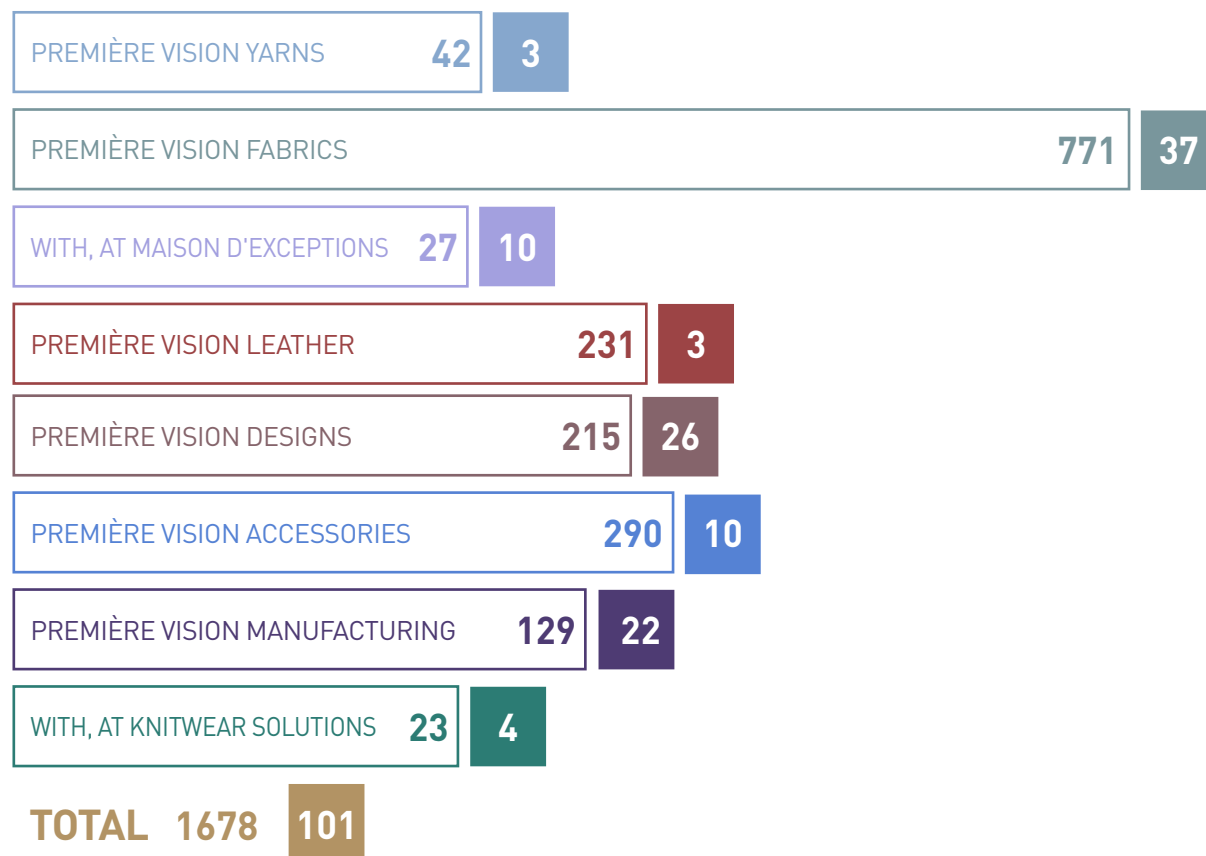
**1,678 EXHIBITORS ACROSS 6 COMPLEMENTARY SHOWS**

**101 NEW EXHIBITORS**

**(including 11 returning after several sessions away)**

☐ Breakdown of exhibitors by shows

☒ New exhibitors



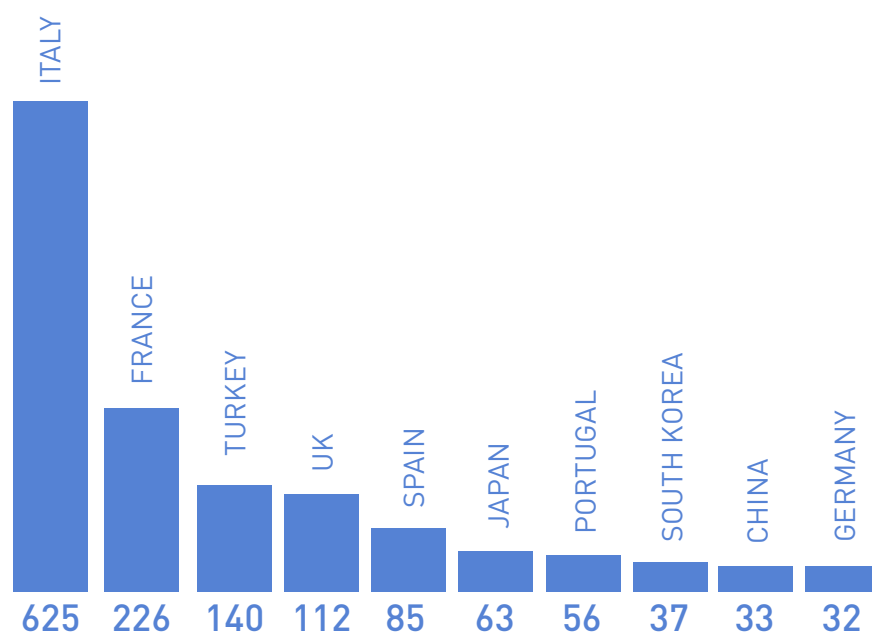
THE PREMIÈRE VISION PARIS SHOW OFFER IN DETAIL

## 47 EXHIBITING COUNTRIES



THE PREMIÈRE VISION PARIS SHOW OFFER IN DETAIL

## TOP 10 EXHIBITING COUNTRIES AT PREMIÈRE VISION PARIS IN FEBRUARY 2017



**SPOTLIGHT ON MAISON D'EXCEPTIONS:  
A SHOWCASE OF EXCLUSIVE KNOW-HOW****The goal of MAISON D'EXCEPTIONS ?**

To promote ateliers specialised in textile, accessory and leather production and fabrication techniques that are traditional (artisanal techniques), vernacular (popular), or innovative (advanced technology), in an exclusive space.

The aim is to give them international visibility and the opportunity to develop their business with high-end and luxury fashion brands and designers looking for unique pieces, special know-hows or limited series.

Accessible by invitation only, the 6<sup>th</sup> edition of MAISON D'EXCEPTIONS, now located in the heart of Hall 3 at Première Vision Leather, proposes 27 select ateliers and artists.

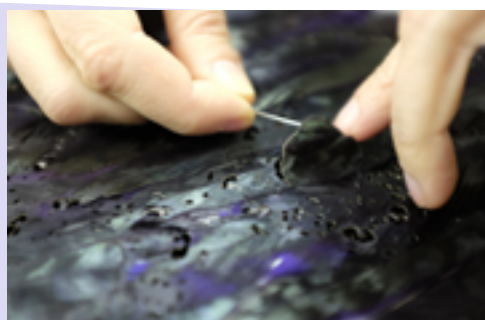
Coming from 8 countries, these ateliers are known for their rare and cutting-edge know-hows. They are increasingly zeroing in on innovation, to propose exclusive, creative and unique or custom-made products.

→ Semi-automatic and artisanal weaving, ultra high-definition jacquards, feather working, leather mosaics, sheathing and caning leather, corsetry and needlework, artisanal embroidery, raffia, novel dyeing techniques, sericulture...

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

In February MAISON D'EXCEPTIONS welcomes know-hows from 10 new houses, coming from France, Japan, the United Kingdom, in addition to the Netherlands, India and Bangladesh - new countries represented this year, offering unique diversity of crafts and techniques.

Exhibiting countries		Techniques	
Bangladesh	1	Ancestral	6
Brazil	1	Contemporary	17
France	8	Vernacular	4
India	2		
Japan	9		
Netherlands	2		
United Kingdom	3		
Sweden	1		



à Yumé Péma

Discover all the exhibitors at the show this February in the catalogue  
found at [www.premierevision.com](http://www.premierevision.com)  
or by using the Première Vision Paris mobile app.

Vous y trouverez également des détails sur les entreprises qui intègrent les salons cette saison.



## NEXT PREMIÈRE VISION SHOWS

Première Vision  
Istanbul

22, 23 & 24 March 2017

PREMIÈRE**Vi**sion  
ISTANBUL

tissu  
premier  
PREMIÈRE**Vi**sion

Tissu Premier  
Lille

May 2017 (Dates en attente)

Made in France Première Vision  
Paris

29 & 30 March 2017

MADE IN  
FRANCE  
PREMIÈRE**Vi**sion

BLOSSOM  
PREMIÈRE**Vi**sion

Blossom Première Vision  
Paris

4 & 5 July 2017

Première Vision  
New York

18 & 19 April 2017

PREMIÈRE**Vi**sion  
NEW YORK

PREMIÈRE**Vi**sion  
NEW YORK

Première Vision  
New York

18 & 19 July 2017

Denim Première Vision  
Paris

26 & 27 April 2017

Denim  
PREMIÈRE**Vi**sion

PREMIÈRE**Vi**sion  
PARIS

Première Vision  
Paris

19, 20 & 21 September 2017

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