



PRESS RELEASE

FEBRUARY 2017 : INNOVATION & NEWS

#wearepremierevision

7-9 FEB. 2017

premierevision.com

PREMIÈREVISION
PARIS

YARNS / FABRICS / LEATHER / DESIGNS / ACCESSORIES / MANUFACTURING



PREMIÈRE VISION PARIS FEBRUARY 2017: A SESSION PACKED WITH INNOVATION AND NEWS

The "Wearable Lab" - bridging Wearable and Fashion Tech - makes a high-profile entry to the February 17 session; Première Vision Leather beefs up resources for the footwear, leather goods and clothing markets; The Smart Creation Première Vision program sets out to conquer leather; Première Vision Manufacturing presents a new breakdown by know-how specialties; and Maison d'Exceptions is now located in Hall 3...

Next 7 to 9 February, Première Vision Paris opens the doors to an edition marked at every turn by the major trends creating a stir and making a change in the fashion and textile markets: fashion and technology; Responsible and Smart Creation; the resurgence of local sourcing, decisively transversal brand development, the new complementarity between business activities, exclusive and custom-made creations...

At the heart of it all, fashion doubles down on its fundamentals for the spring summer 18 season and updates its range of tools.

A truly inspiring one stop shop, Première Vision Paris, with its six shows, also features new, easier visit itineraries thanks to unprecedented intra-show synergies, a re-organised offer, and cutting-edge exhibits to better seize and comprehend the current zeitgeist.

WEARABLE [LAB] ^{®PV}PREMIÈRE VISION PARIS
LAUNCHES THE WEARABLE LAB

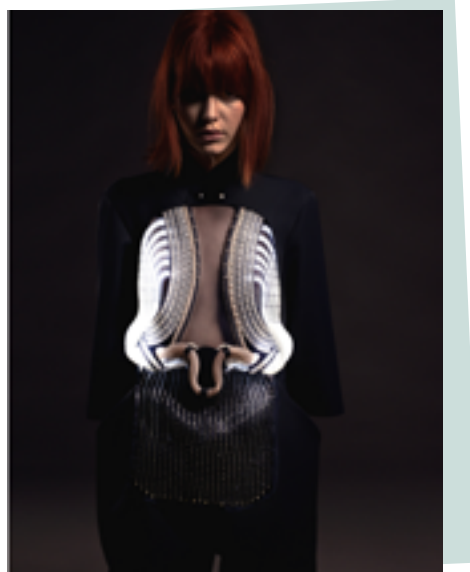
After a collaboration with the **R3iLab** program (**Network for Non-physical Innovation in Industry**), in September 2015 and the **creation of the Accessology area** in February 2016, Première Vision Paris **now launches the Wearable Lab**.

THE WEARABLE LAB, AN AREA DEDICATED TO
INVENTION AND FORWARD-LOOKING IDEAS

As new technologies have transformed our relationship to the world, to each other and to the environment, we have witnessed over the past fifteen years the emergence of a new creative and economic territory, which merges the spheres of fashion and technology.

This trend is fast growing, and remains difficult to fully analyse and understand.

In order to take stock of and support the future of this new Fashion Tech territory, (the "enhanced" fashion of technologies), Première Vision Paris has chosen to initiate the Wearable Lab.



©Clara Daguin



© Ezra + Tuba -Interactive Bag

PREMIÈRE VISION PARIS LAUNCHES THE WEARABLE LAB

In February 2017, in Hall 5 North (aisles F and G), it brings together:

→ **An exhibit of 10 inspiring, experimental works** – featuring clothing and accessories – testifying to the fast-moving developments in the Fashiontech scene over the past 10 years:

Sarah Angold (England), Ezra+Tuba (Turkey), Ying Gao (Canada), Nervous System (USA), Pierre Renaux (France), Amy Winters (England), Anouk Wipprecht (Netherlands).

→ **A showroom of 4 start-ups** displaying their latest innovations and future goals, while proposing true future partnership to the professionals present: *Digitsole (France), Percko (France), Spinali Design (France), Teiimo (Germany).*

→ **A conference on "Fashiontech, future scene or utopia?"**

A dynamic and transversal event to understand the issues driving the Fashion & Technology landscape. **5 experts on the subject will propose ways to think about the brakes and drivers behind this market, in order to jointly anticipate and imagine its future.**

Christine Browaeys (T3nel), Pascal Denizart (Ceti), Hilary McGuinness (Intel), Nelly Rodi (R3iLab), Anouk Wipprecht (Designer).

Event presented by Noémie Balmat (Clausette.cc).

Wednesday 8 February at 3:30 pm

Hall 5 - Room 501

Conference followed by a cocktail in the Wearable Lab at 5.30 pm

Curator: AnneSophie Bérard

Project head: Julia Magnin

Display: Marion Thelma & Camille Pawlotsky

Production: Marty est une entreprise

#PVWearableLab

PREMIÈRE VISION PARIS STRENGTHENS ITS LEATHER INITIATIVES: WITH NEW WORKSHOPS, CONFERENCES & INSPIRATIONS

Première Vision Leather presents a rich offer dedicated to the high-end market. The show today continues its development within Première Vision Paris by strengthening its synergies with the show's five other activity sectors - in keeping with the role now played by leather in the strategy of more transversal brands - ready-to-wear, leathersgoods, footwear and jewellery.

NEW: A PROGRAM OF SPECIALISED LEATHER WORKSHOPS AND CONFERENCES:

The next edition sees the creation of a **space for conferences and workshops in the heart of the show (Hall 3)**, next to Première Vision Accessories.

A place to discuss and exchange ideas that will host various educational and inspirational events:

→ **A program of workshops and conferences:** hosted by **Luxury Materials Workshop**, next to Première Vision Accessories:

2 daily workshops lasting 30 minutes will offer brands and designers a way to strengthen their technical expertise in terms of materials, accessories and finishes. Leather, borders, metals, industrialization methods and costs will be explored in terms of how they can enrich products.

Tuesday 7 February:

11:30 am - All about leather, a fundamental element of style and creation

3.30 pm - Alligator leather: a precious material, a passionate material

Wednesday 8 February:

11:30 am - Decorative techniques that drive creativity

3.30 pm - Scaling-up artisanal savoir-faire

Thursday 9 February:

11:30 am - Metals and types of treatments

2 pm - Galvanisation and a close-up on Zamac

→ **The Leather Fashion Breakfast** organisée par la show's fashion team will present the spring summer 2018 season, with the key colours, products and materials for the leather and fur markets.

Daily at 10:30 am

→ **« Know-how, driving innovation »:** a round-table discussion presented by the **Conseil National du Cuir**, in partnership with the **Compagnons du Devoir** and the **Fédération Française de la Chaussure**.

Wednesday 8 February at 2 pm



TRANSVERSAL FASHION AREAS: LEATHERS, FABRICS AND ACCESSORIES

Beyond strengthened synergies between the actual offers at the 6 Première Vision Paris shows, the **transversal nature of fashion information for each activity sector** is now displayed in the inspiration forums as well.

In February 2017, the sourcing itinerary of leather-specialist buyers and designers is enriched with the introduction of new targeted and coordinated operations between Première Vision Fabrics, Leather and Accessories.

→ **Bag & Shoe Elements** : The area dedicated to fashion directions and materials for footwear, Shoe Focus, originally presented at Première Vision Accessories, has evolved, and is now called **Bag & Shoe Elements**.

To optimize buyers' itineraries and highlight synergies between these activity sectors, this new space is located in the **Première Vision Leather Trends Gallery (Hall 3)**.

It presents technical components and ornaments for the specific markets of footwear and leather goods, organised into various themes.

→ **The Style Focus Forum**, dedicated to the season's key silhouettes as illustrated by new fabrics and fabrics, now welcomes a selection of leathers from the Première Vision Leather exhibitors.

Première Vision Fabrics - Hall 5

Discover the Première Vision Leather show news in the dedicated press release.



SMART
CREATION®LEATHER SMART CONVERSATION :
RESPONSIBLE CREATION, COMING
CHALLENGES FOR THE LEATHER

Last September, for the first time, Première Vision Paris gave tangible expression to its **Smart Creation** program at its shows through a special space: the **Smart Square**. This by-now yearly space will be featured again in September 2017.

Next February, Première Vision will continue to express its vision of a more responsible industry at a roundtable discussion. Experts and professionals will examine the opportunities and stakes behind a responsible commitment for creative companies in the leather industries.

Participants:

- Mara Fumei : Dani Group (Stand 3D31-3E32), Marketing Manager
- Rossella Ravagli : Gucci, Sustainability Manager
- Euratex

Conference presented by Giusy Bettoni, President of C.L.A.S.S. and consultant for Première Vision on sustainable innovation and development for textiles, fashion and design.

Tuesday 7 February at 4.30 pm
Followed by a cocktail at 5.30 pm
Première Vision Leather
Hall 3 – Conference space

What is Smart Creation?

Through its **Smart Creation** program – a platform for study and communications – Première Vision's objective is to shed light on the eco-responsible initiatives of its exhibitors, and highlight a new generation of values that help create new strategic perspectives and competitive advantages for the entire value chain of the creative fashion industry.



Smart Square – Sept. 16



THE INDUSTRY'S ECONOMIC ISSUES: THE IFM - PREMIÈRE VISION CHAIR

In January 2016, Première Vision and the IFM (Institut Français de la Mode) **launched a chair dedicated to the "Economy of Creative Materials for Fashion"**.

In February 2017, The IFM-Première Vision Chair seeks to understand the issues related to **local sourcing, and reveals the 2016 results of its barometer**.

Karim Tazi, President of AMITH (Association Marocaine des Industries du textile et de l'Habillement) will make a specific focus on Morocco.

CONFERENCE : THE RESURGENCE OF LOCAL SOURCING

With an eye to analysing and understanding the issues involved in proximity sourcing, which, given international economic and political instabilities, tends to be strengthening in the countries that create fashion.

Conference based on a study conducted by the IFM and presented by Gildas Minvielle, Director of the IFM Economic Observatory.

Tuesday 7 February at 2:30 pm
Thursday 9 February at 2:30 pm
Hall 5 - room 501

THE IFM-PREMIÈRE VISION BAROMETER: 2016 RESULTS

The first IFM-Première Vision barometer of the economics of creative materials reveals the comparative performance of exhibitors at Première Vision shows compared to that of their international counterparts.

Following initial results for 2015 released last September, **this February Première Vision will present the data collected and analysed for the first half of 2016.**

Two new international economic indexes relating to activity in fabric and leather materials for creative fashion will be revealed at the show's **press conference on Tuesday, 7 February at 11 am at the Press Club (Mezzanine Hall 6).**

Some elements providing economic context:

As the consumption of fashion items grows sluggish in many European countries, industry players are looking for flexibility, time-frames and quality.

Thus, new this year, the market share of the Mediterranean Basin countries has slightly increased.

While EU imports of clothing from Turkey increased by 2.1% in value, it was primarily the imports from Morocco that saw sustained growth (+ 8.2%).

Made in France tended to strengthen, including among mass-market distributors.

In line with this market, clothing imports from the European Union remained stable in terms of value in 2016. On the Asian side, while China's market share fell, the share of other Asian countries rose (Bangladesh, Cambodia, Vietnam, etc.).

PREMIÈRE VISION MANUFACTURING : A NEW BREAKDOWN OF KNOW-HOWS



Located in the north of Hall 6, the show for Euro-Mediterranean fashion-manufacturing specialists has until now focused on a geographical distribution of its offer, which has now evolved to allow buyers to quickly understand and identify the know-how of the manufacturers they could potentially work with depending on their specialties.

A new breakdown adapted to an offer organised by activity specialty:

→ **Softwear** (fluid clothing, casualwear, citywear), **Suitwear** (tailoring, suits and jackets), **Special Skills** (swimwear, outerwear, accessories, service), **Tee's & Co** (cut-sewn knits), **Shirts Up** (shirts), **Upper Jeanswear** (denim).

MAISON D'EXCEPTIONS MOVES INTO HALL 3

For its 6th edition, this yearly event is moving from Hall 6 to Hall 3, in the heart of the Première Vision Leather show.

Located in the very heart of Première Vision Paris, this annual event, accessible by invitation only, welcomes ateliers with rare know-hows. It presents a diverse international showcase of exceptional techniques for designers and buyers from luxury and high-end fashion brands on the hunt for exclusives.

Some 27 ateliers - including 10 new ones - will reveal their surprising and cutting-edge know-hows in textiles, leather and accessories. More than ever these ateliers are focused 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



P&L Studio

**CREATIVITY FOR TODAY AND TOMORROW
AT THE HEART OF PREMIÈRE VISION PARIS**

Initiatives to highlight the creativity of the fashion sector will be at the heart of Première Vision Paris.

LECLAIREUR X PREMIÈRE VISION - MEN BY NIGHT

After a debut collaboration in February 2016, **Première Vision Paris is once again partnering with the iconic Paris fashion store LECLAIREUR**, for an exceptional exhibit highlighting the creative ties between the **upstream side of the fashion industry and the final product**.

A selection of designers has been approached by LECLAIREUR to engage a creative and collaborative effort around the theme "Men by Night," thanks to the **contribution of creative materials selected from exhibitors' collections at Première Vision Paris**.

These unique, reinvented items will be exhibited at Première Vision Manufacturing in a dedicated space and lounge especially designed by LECLAIREUR.

Première Vision Manufacturing

Hall 6 – Events area

Cocktail: Tuesday 7 February at 5.30 pm

→ These items will be presented at the end of February at LECLAIREUR during the Paris fashion week, before being sold in limited editions.

CREATIVITY FOR TODAY AND TOMORROW AT THE HEART OF PREMIÈRE VISION PARIS



Shigoto Project – Février 2016

**THE 32nd HYÈRES FESTIVAL
SUPPORT FOR YOUNG DESIGNERS**

Since 2011, Première Vision has been partnering with the Hyères International Festival of Fashion and Photography. In 2013, the group strengthened this partnership and reaffirmed its commitment to the Festival by sponsoring the Hyères Grand Jury Prize, accompanied by a 15,000 euro grant and renamed the Grand Jury Prize Première Vision.

This year, the festival is launching an Accessories Prize (leather goods, footwear, jewellery, glasses...).

In a show of its strong support to creativity, **Première Vision will welcome the 10 finalists in the fashion competition and the 10 short-listed for the new Accessories Prize to Première Vision Paris in February.**

The idea is to assist them in the creation of the collections they will be presenting at the festival by providing them a privileged access to the products and exhibitors who have volunteered their participation, including yarns, fabrics, trimmings and manufacturers.

**ENSAD X LEATHER ACCESSORY
PRIZE 2017**

For the third consecutive year, the École Nationale Supérieure des Arts Décoratifs (ENSAD) will present a selection of accessories designed and made by students from the class of 2016, in collaboration with prestigious artisans.

Première Vision Leather thus brings attention to tomorrow's know-hows, while enhancing the visibility of these young designers to professionals, thanks to

→ An exhibit of ENSAD students' creative projects
Entry to Hall 3

→ Awarding of the **ENSAD x Leather Accessory Prize**
Tuesday 7 February at 1:30 pm
Conference space, Hall 3

Jury members : *Amélie Pichard, Eugène Riconneaus & Alain Tondowski,*

Special guests : *Marie Gibert & Catherine Jacquet*



Wataru Tominaga – Grand Prix du Jury Première Vision 2016

KEEP TIME WITH PREMIÈRE VISION PARIS

In addition to these events, each season Première Vision Paris proposes an "heightened" experience of its shows through special events, happenings and entertaining and live experiences.

From season to season, discover the EXPERIENCESPV and SURPRISESPV created by Première Vision and its partners. A breath of fresh air and inspiration, they offer a moment to switch off and reawaken your senses - a delightful complement to your visit.

Among them, take time to discover:

- **CHROMABOX BY SCALE**

Try a colorful experience with Première Vision Fabrics Spring Summer 18 colour range. CHROMABOX is a projection space of 360 ° images realized exclusively for Première Vision Paris. At the heart of this kinetic universe, in collective immersion, dive into a colorful experience through which senses and perception will be jostled.

Concept and Realization: Scale / Vincent Boudier, Damien Lemerrier, Joachim Olaya

Music: Aymeric Westrich

Production: Tetro

Première Vision Fabrics – Hall 5, passage way with Hall 6

- **JEWEL CUSTOM BAR**

The exhibitors at Première Vision Accessories offer you a DIY break: Necklaces, bracelets, rings or earrings, mix the components and follow your imagination to create your own jewel. Share your creation #wearepremierevision !

Première Vision Accessories – Hall 4

Special thanks to: Ardigo' - Artmétal - Framex - Janvier - Coinderoux - Astarte - Boutons Kocher - C.D.C. - Gi.Ma. - Gritti Gems - Idea 84 - Idepa - Josef Bergs - LF Linea Fashion - Legoplast Packaging - Matsa - Dimer - Menoni - Metalbottoni - Meynier - Passamaneria Frassinetti - Petralux - Satab - Scavini - Sem-Ar - Société Choletaise de Fabrication - Swarovski - Visma

- **CAMILLE ENRICO POP UP STORE**

Fall in love with the designs of the jewelry designer Camille Enrico and her collection of cuffs, necklaces, rings and earrings combining metal and colorful embroideries. Discover the CO/CO range. Choose a letter and the color of the thread and the team will embroider the article before your very eyes.

www.camilleenrico.com

Première Vision Accessories – Hall 4 – Jewel Custom Bar

- **LES CIREURS**

Thanks to the Cireurs, a team of shoe shiners, you can watch and learn how to look after your leather shoes, and even your sneakers: Polish shoes, add a patina, shine or colour, Customise sneakers.

Don't forget to bring your leather shoes!

Première Vision Accessories – Hall 4

- **ME MAGNET**

Get your own magnet-backed portrait to stick anywhere.

In partnership with Izen (www.izenanimations.com)

Première Vision Designs – Hall 5 - 11 am / 5 pm

NEXT PREMIÈRE VISION SHOWS

Première Vision
Istanbul

22, 23 & 24 March 2017

PREMIÈREVISION
ISTANBUL

tissu
premier
PREMIÈREVISION

Tissu Premier
Lille

May 2017 (Dates en attente)

Made in France Première Vision
Paris

29 & 30 March 2017

MADE IN
FRANCE
PREMIÈREVISION

BLOSSOM
PREMIÈREVISION

Blossom Première Vision
Paris

4 & 5 July 2017

Première Vision
New York

18 & 19 April 2017

PREMIÈREVISION
NEW YORK

PREMIÈREVISION
NEW YORK

Première Vision
New York

18 & 19 July 2017

Denim Première Vision
Paris

26 & 27 April 2017

Denim
PREMIÈREVISION

PREMIÈREVISION
PARIS

Première Vision
Paris

19, 20 & 21 September 2017

To get all the news concerning the next edition of
PREMIÈRE VISION PARIS,

join us at the shows' opening for our:
PRESS CONFERENCE

Tuesday 7 February 2017 at 11 am
Press Club – Mezzanine of Hall 6

Presented by Gilles Lasbordes,
Managing Director of Première Vision

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