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2019

PARIS NORD VILLEPINTE
PARC DES EXPOSITIONS

Press
Kit

CLOUD OF FASHION
PREMIÈRE**vi**sion
PARIS

Press Kit

The fashion industry is in a period of profound upheaval. New consumer habits are emerging, digital and ecological factors are influencing the sector, and designers must constantly find fresh ways to reinvent themselves to meet their customers' increasingly exacting expectations. This paradigm shift is impacting all the players involved in the creative fashion world, including Première Vision exhibitors. That is why we structure the Première Vision Paris offer by adapting to changes in the market. The next September edition is no exception to this rule, and visitors will discover an expanded area dedicated to sustainable fashion, with 50 exhibitors sharing their innovations and best practices. The September show will also see the launch of a new activity sector — accessories and components — on the Première Vision Marketplace. This web platform facilitates online contacts between visitors and exhibitors throughout the year, to meet the new needs of buyers facing an accelerating collection pace. The programming of this edition demonstrates our desire to help the industry meet the challenges it faces. I look forward to seeing you in September to discover the best that is being done today to build the fashion industry of tomorrow.

Enjoy your reading and have a good show !

Gilles Lasbordes, *Managing Director of Première Vision*



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Première Vision Paris:

A september 2019 Première Vision Paris show close in line with market changes to better support the industry.



**2 times a year, for 3 days,
the 6 major industries
supplying materials
and services to the
global fashion industry
(yarns, fabrics, leathers,
designs, accessories and
manufacturing) meet
the world's creative brands
at Première Vision Paris
to help them prepare
their collections.**

The next edition, from 17-19 September 2019 at the Parc des Expositions de Paris Nord Villepinte, will present the latest developments in materials and techniques for the autumn winter 20/21 season.

An edition where Première Vision Paris steps actively into its catalysing role for the creative fashion industry, hosting over 2,050 exhibitors — including 230 newcomers — from across the world presenting their latest new products. On the agenda: fashion information and the latest inspirations; an exclusive and experiential program; and strengthened strategic commitments to meet the industry's future challenges and evolutions.

AN EDITION MARKED BY IMPORTANT CHANGES

In its offer:

- > Seamless connections between the show's various activity sectors, allowing visitors to circulate freely from one space to another.
- > A spotlight on the leather sector and its dynamism, with a series of dedicated conferences and a focus on know-how (with, in particular, a partnership with Les Compagnons du Devoir).
- > The predominant influence of sport on fashion highlighted with an extensive, transversal Sport & Tech itinerary, and a dedicated forum.
- > An enlarged Smart Creation Area (formerly the Smart Square) with 30 new exhibitors.
- > The return of Brazil and the arrival of new countries (Romania, Mexico) for an ever more expanding and creative Première Vision Designs offer.

In its commitments:

- > Eco-responsibility is playing a larger role at Première Vision Paris, with a Smart Creation Area now covering more than 1,200m² and the presentation of the report of a study conducted jointly with the Institut Français de la Mode (IFM).
- > An emphasis on creativity through various key highlights, including the 11th edition of the PV Awards, a showcase dedicated to Christoph Rumpf (winner of the 34th Hyères Festival), the TexSelect® fabric design competition, and more.

In its experiences:

- > Conferences relocated to the heart of the show, with 2 distinct new spaces: the Fashion Talks Area in Hall 6 for fashion conferences and the Innovation Talks Area in Hall 3.
- > Various virtual reality experiences to immerse visitors in the season — including the autumn winter 20/21 film directed by Dutch video artist Bart Hess in the Perspectives transversal forum, as well as the Sport & Tech forum's virtual experience.

In its digital developments:

- > The addition of components and accessories to the Première Vision Marketplace.
- > The first anniversary of the Marketplace launched in September 2018, providing an opportunity to take a further look at this new BtoB tool, which complements the shows, and allows visitors and exhibitors to further their discussions and business online.

01.

**A selective,
diversified
and updated
offer**



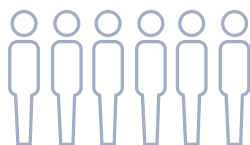
01. The september 2019 offer in key facts and figures

WITH 2,056 EXHIBITORS PRESENTED ACROSS 5 HALLS, THE PREMIÈRE VISION PARIS OFFER IS UP +2.5% COMPARED TO THE SEPTEMBER 2018 SHOW, WITH AN INCREASE IN NEW EXHIBITORS TOO (230 IN 2019 VS. 190 IN 2018).



The updated offer remains selective, creative and innovative, in all exhibiting fashion activities: yarns and fibres, fabrics, leathers and furs, designs, accessories and components and fashion manufacturing.

Overall, this September 2019, Première Vision Paris boasts:



2 056
selected
exhibitors



230
new
companies

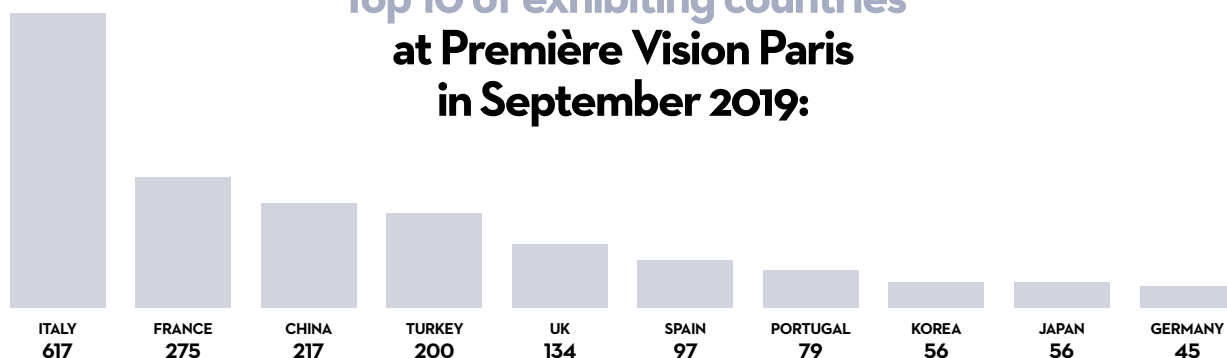
over 11% of the presented offer



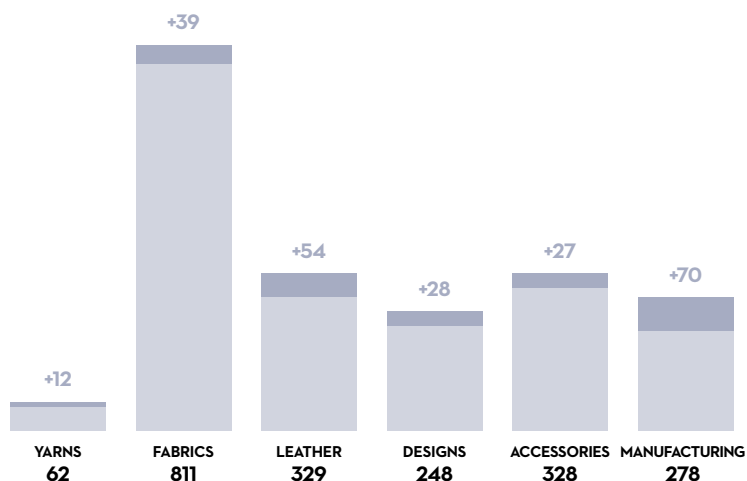
48
countries
represented

across 6 activity sectors

Top 10 of exhibiting countries at Première Vision Paris in September 2019:



Number of exhibitors by universe:



Discover all the September exhibitors
in the catalogue found at 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.

02. Première Vision Leather: Spotlighting a dynamic leather sector

IN SEPTEMBER, PREMIÈRE VISION PARIS' LEATHER OFFER IS EVOLVING IN ACCORDANCE WITH THE TRANSFORMATIONS TAKING PLACE IN THE INDUSTRY.



Tanners, tawers, manufacturing contractors, makers of materials for leather goods and footwear, providers of technical solutions and chemical products, certification bodies... a total of 329 exhibitors will be at Première Vision Leather in Hall 3.



Première Vision Paris is highlighting its leather exhibitors in September through new services and a specific program:

- > The introduction of new personalised services, such as 'fashion speed dating', to direct buyers in their search for the latest creative products.
- > A Première Vision Manufacturing Leather space with 45 exhibitors – including 14 newcomers vs September 2018 – to help visitors meet manufacturing experts – specialists in leather clothing and makers of technical components for apparel, leather goods and footwear. At the heart of this area, an Index of know-hows will present each manufacturer's techniques and specificities.

> Also at the know-how Index, a space will be created in collaboration with Les Compagnons du Devoir where the company will present techniques involved in the construction of leather bags, shoes and clothing, with a selection of projects on the theme "Alternative leathers and leather alternatives". An exclusive daily workshop will also be organized to present the emblematic gestures of the leather goods manufacturer and allows visitors to realize their own leather bracelet:

> The LEATHER SELECTION fashion forum, including a decoding of the autumn-winter 20/21 trends by the Première Vision fashion team, a presentation of the colour range and a display of the most inspiring new materials.

> A dedicated series of conferences:

> Fashion and trend conferences organised by the Première Vision fashion team. (*Fashion Talks Area*, Hall 6).

> Two conferences/workshops proposed by Nathalie Elharrar, a designer specialised in footwear and leather goods, focusing on the eco-design of a leather bag – on Sept. 17th at 10 am – or on the processes used by tanners, their specific skills and restrictions, in order to understand how to buy leather today – on Sept. 19th at 10 am (*Innovation Talks Area*, Hall 3).

> A conference organized by the CTC – Centre Technique du Cuir – on September 18 at 10 am (*Innovation Talks Area*, Hall 3) to learn everything about the implementation of a quality policy within a fashion and leather goods company, presented by the quality consultant, CTC partner Fabienne Orhan.

ECO-DESIGN, A CORE CONCERN OF THE LEATHER INDUSTRY

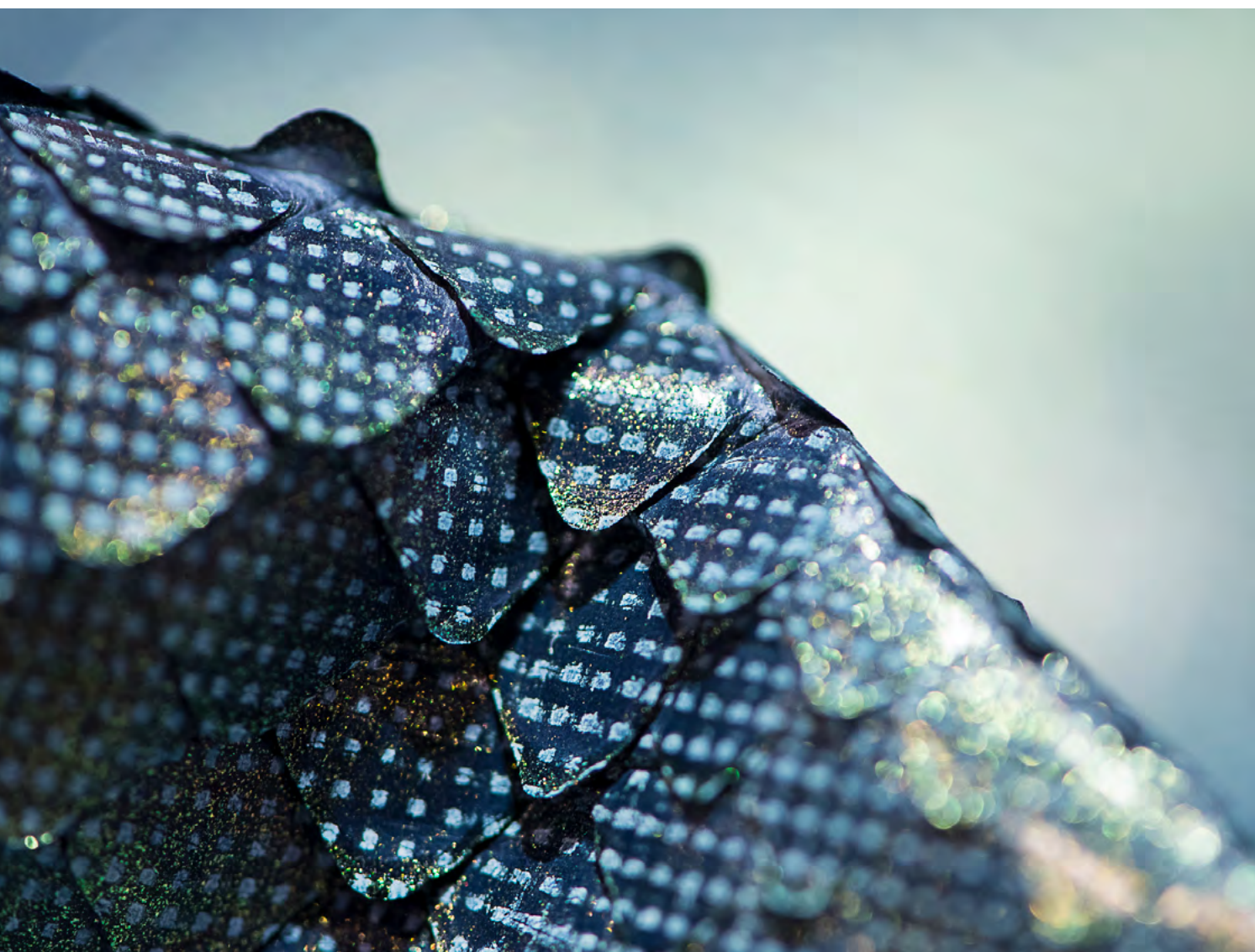
The leather industry has been tackling head-on the issues related to eco-responsibility, and has clearly identified the various challenges it faces. The industry's latest innovations in this area will be showcased in the Smart Creation Area, also in Hall 3, so manufacturers and designers can discover new materials and inspiration, to best address both consumer expectations and the environmental emergency.

> **Première Vision partners with the Sustainable Leather Forum**
Première Vision has partnered with the very first Sustainable Leather Forum, organized by the Conseil National du Cuir (CNC). It will be held next 16 September at the FNTP house in Paris, the day before the Première Vision Paris show opens.

Its purpose is to showcase best practices in the leather industry in the area of Corporate Social Responsibility from a social, environmental and economic perspective. The event will provide an opportunity to present changes

in consumer behaviour, as well as tools and solutions to put into practice.

Testimonies and round tables led by companies and organizations that have already worked on this subject will be offered. Chantal Malingrey, Director of Marketing and Development and Smart Creation Program Manager at Première Vision will speak at a roundtable discussion. Yves Morin, President of the Organizing Committee of the Sustainable Leather Forum, will speak at a conference held in the Smart Creation Area. For more information, please go to: www.slf-paris.com.



03. Smart Creation Area: Responsible creation at the heart of the show

TO MEET THE GROWING DEMAND FOR INCREASINGLY INNOVATIVE RESPONSIBLE CREATION, THE SMART CREATION AREA (FORMERLY THE SMART SQUARE) NOW OCCUPIES A CENTRAL LOCATION, IN HALL 3, AT THE PREMIÈRE VISION PARIS SHOW.

It will bring together 50 exhibitors, (vs. 28 in September 2018), specifically selected for their creative, innovative and eco-responsible approaches, including 30 new companies. They come from 16 countries, including Italy, Germany, France, Portugal, the US, Brazil, Hong Kong, Japan, Greece and, for the first time, Israel.

Various universes will give visitors a complete overview of the best that is available on the market:

- > **Smart Materials:** Highlighting new (and sometimes unique) concepts, manufacturing processes and innovative and responsible fabrics, leathers, accessories and yarns.
> A 3D index will allow visitors to see at a glance who the exhibitors are in the Services & Materials areas, and discover their specific expertise.
- > **Smart Services:** A selection of service companies proposing advice and solutions to exhibitors and visitors wishing to integrate more responsibility into their organization, their manufacturing processes or their collections.
- > **Smart Library:** a selection of samples from Première Vision Paris exhibitors' collections that integrate a global eco-design approach. Products representative of the show's various activity sectors. (Fabrics, Leather, Yarns and Accessories).

- > **Smart Wardrobe:** A gallery exhibiting finished products from fashion brands via a dozen designer silhouettes – clothing, bags, shoes – produced according to responsible sourcing and manufacturing processes.
- > **Smart Talks:** round tables, conferences, presentations by exhibitors... Each day in the *Innovation Talks Area* (Hall 3), professionals and experts will gather to share their experiences and knowledge in order to inspire visitors and exhibitors and help them to better understand the circular economy market in the fashion industry. Conferences led by Giusy Bettoni, Sustainable Development Consultant for Première Vision (find all the conferences on the Première Vision website or in the agenda of press meetings).



A STUDY FOCUSING ON THE CONSUMPTION OF ECO-RESPONSIBLE FASHION

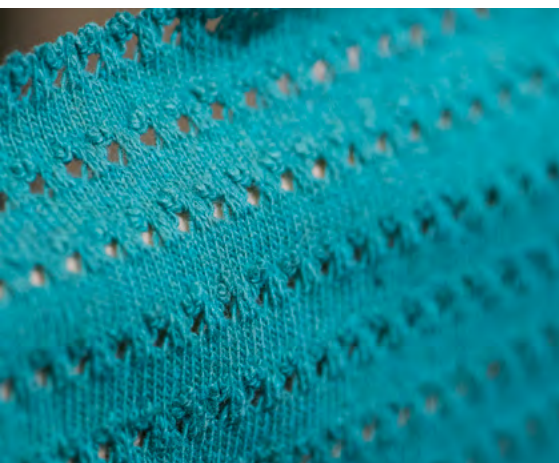
The results of a study conducted as part of the IFM-Première Vision Chair will be exclusively presented at a Smart Talk led by Gildas Minvielle and Thomas Delattre from the Institut Français de la Mode. The study results provide an overview of the consumption of eco-responsible fashion in Europe and the United States, related buying behaviour, and consumers' perception of brands and the existing offer in the market.

Join us Wednesday 18 September at 11 am - Innovation Talks Area - Hall 3



Beyond the Smart Creation Area, seasonal highlights for eco-responsible fashions can be found in the show's forums:

at FABRICS - ESSENTIALS and SPORT & TECH for fabrics, at ACCESSORIES SELECTION for components and ornaments, and at LEATHER SELECTION for leather.



AT PREMIÈRE VISION, SMART CREATION CAN BE SEEN... AND HEARD

In May 2019, Première Vision launched a series of podcasts exploring the potential of sustainable fashion, produced in collaboration with Adrien Garcia, host of the podcast “Entreprendre dans la mode”.

Twice a month, on Wednesdays, listeners can discover a particularly committed and creative exhibitor. A range of industries and industry figures are introduced.

CLOSE-UP LOOK AT THE FIRST EPISODES OF “SMART CREATION: THE PODCAST”

> **Ricardo Silva** from **Tintex**:

Tintex was founded in 1998, in Portugal's famously creative Porto region. Its journey began with the development of high-quality jersey knits produced from natural and responsible fibres, and it now employs the latest, high-tech and most sustainable dyeing and finishing processes. This reinforces the company's forward-looking vision to better supply the contemporary fashion, sport and lingerie markets. In September, Tintex will be at Première Vision Fabrics (Hall 6) and in the Smart Creation Area (Hall 3), and its products can also be found on the [Première Vision Marketplace](#).

> **Flavio Berto**, from **Berto (exhibitor at Denim Première Vision)**:

Berto has produced continuously in its birthplace, Bovolenta, ever since its founding in 1887. Over the years, the company's research, know-how and ability to keep pace with market developments have helped it to occupy a central position in the Made in Italy denim production chain.

> **Matteo Mantellassi** from **Manteco**:

Manteco has always refused to relocate its production to countries with a lower cost of labour, to better uphold the value of 'Made in Italy' products. This choice has allowed the company to maintain its high-quality and focus on details, Manteco fabrics embody the right balance between craftsmanship and industrialization, joining experience and tradition to cutting-edge technology. Today, Manteco exports to over 30 countries around the world and counts among its leading customers the most important international fashion brands, Manteco will be at Première Vision Fabrics (Hall 6) in September, and its products can also be found on the [Première Vision Marketplace](#).

At Berto, sustainable development is closely linked to R&D, which is why all production processes have been redesigned and improved, with, for example, the use of organic cotton and cotec® yarns, natural indigo, energy-efficient looms, LED lighting systems, ecofinishings, etc. The company has a certified biological treatment plant. Its products can also be found on the [Première Vision Marketplace](#).



*Podcasts are in English
and can be listened to on our website:
www.premierevision.com

04. Sport & Tech: sport, fashion and performance increasingly interlinked

THE RISING WAVE OF ATHLETIC SPORTS APPAREL, ITS INFLUENCE ON FASHION COLLECTIONS AND THE DEVELOPMENT OF ACCOMPANYING TECHNOLOGICAL INNOVATIONS AND TECHNICAL MATERIALS ARE IN THE SPOTLIGHT THIS SEPTEMBER.

The Sport & Tech sector, located in Hall 6 at Première Vision Fabrics (the show's textile universe) will bring together 80 exhibiting weavers – including 8 newcomers – to accompany brands and designers looking for inspiration. Première Vision also offers a Sport & Tech itinerary – found on the show app – which brings together nearly 700 specialists in sports and technical materials, providing a full panorama of specialists, including spinners, weavers, knitters, tanners, accessory manufacturers, textile designers and garment makers.

The autumn winter 20/21 season will highlight the concept of protection and innovation under the title, “A matter of protection” and will shine a special light on all the new features making it possible to use clothing to protect against the elements. Première Vision exhibitors' sports and technical offer will be promoted through a new program as well:

- > An exclusive and creative fashion forum, built around the following 4 themes: Tech Tailoring, Ski Touring, Soft Outdoor and Snow Fun. It will bring together a cutting-edge selection of innovative products, including textiles, components and clothing prototypes.
- > A virtual reality experience to fully immerse visitors in the theme thanks to Hypersuit, a virtual reality flight simulator (www.hypersuit.fr).



> A comprehensive and high-level conference program in Hall 6 (Fashion Talks Area):

17 September at 2:30 pm

A conference by Pascal Monfort, founder of the REC trendsmarketing consulting firm, on the theme “*The sport & fashion couple: more than ever inseparable!*”

19 September at 1:30 pm

The presentation of a study of sport and fashion conducted by Union Sport & Cycle, which assessed the expectations of 12,500 consumers in the French market.

Conferences decoding fashion and sports trends:

- > “*Fashion & Sports – major influences and innovations for AW 2021*”: On 17 September and 18 September at 1:30 pm, the Première Vision fashion team will decode fashion and sports trends with an analysis of major influences and a look at some of the highlights of autumn-winter 2021 technical and performance fabrics. During the event, selected exhibitors will present their latest innovations in the Sport & Tech sector.
- > “*Performance, the challenge in fashion*” 18 September at 3:30 pm: a panel featuring Jason Israël – The North Face, Global Creative Director Performance – and Eric Yung of Polartec.

19 September at 1 pm

A round table in partnership with INFLUENCIA magazine (Innovation Talks Area, Hall 3): “*Creativity, Immersion, Emotion: the best experiences in retail*”, presented by Isabelle Musnik – Editorial Director – and Laetitia Faure – Founder of Urban Sublime.

- > An exhibition of creations combining textile and technology organized by Polartec (Hall 6, adjacent to the Fashion Talks Area) to present the winners of the Apex 2019 design awards: Polartec, the premium provider of innovative and sustainable textile solutions, will announce and present the winners of its 2019 Polartec Apex Awards, an annual design award program celebrating the finest products made from Polartec fabrics. The winning products are selected based on skilled and creative uses of Polartec fabric technologies. Every winner is an embodiment of Polartec fabric innovation and design inspiration, celebrating the science of fabric and art of apparel. The winning designers are being recognized with a Malden statue, an industry award unlike any other.

NEW PERFORMANCE CODES TO PROMOTE THE SPECIAL QUALITIES OF EXHIBITORS' PRODUCTS

For over 10 years, the Première Vision performance codes (represented by pictograms) have enabled visitors to detect the invisible and non-tactile qualities and performance features of products presented in the show's forums and on the Marketplace. They are classified according to their properties or characteristics: raw materials, constructions or finishings. They are also organised by their differentiating features, which lend an added-value to products.

This season, to align with market developments, needs and technologies, we are introducing a series of new codes to enhance our offer.



5 new eco-responsible codes:

- > **Biopolymers:** polymers created by living beings or from living and renewable natural resources
- > **Metal-free:** tanning or finishing of leather without heavy metals
- > **End-of-life processes:** material whose end of life has been considered from the design stage. For example, biodegradable, compostable, or recyclable
- > **Waterless:** Dyes and finishes that consume much less water than standard processes
- > **Traceability:** Identification of the history and location of the material throughout its production chain.

4 nouveaux codes axés sur la technicité et la performance:

- > **Downproof,** qui spécifiera quels tissus permettent de bien bloquer les plumes dans le matelassage ;
- > **Multicouches,** très souvent utilisé pour les tissus à destination du sport performance ;
- > **Washable,** pour les cuirs résistant aux lavages ;
- > **Ultralight,** utilisé exclusivement pour les composants accessoires.

To see all the Performance Codes, click [here](#).



SPORTS: AN INCREASINGLY STRATEGIC SECTOR FOR PREMIÈRE VISION WITH THE LAUNCH OF PREMIÈRE VISION SPORT

Première Vision took a major step in its history in 2019 with the launch of Première Vision Sport, a trade show dedicated to sportswear and athletic wear in the United States.

It is organized in collaboration with American Events and The Materials Show. The first edition took place in Portland, the world capital of sportswear and footwear, in the Oregon Convention Center on 14 and 15 August 2019.

To learn more, go [here](#).

05. Première Vision Designs: the heart of creativity

TEXTILE DESIGN IS AN INDISPENSABLE PART OF FASHION CREATION AND AN IMPORTANT ELEMENT OF DIFFERENTIATION FOR FASHION BRANDS SEEKING CREATIVITY.

In September, the universe dedicated to patterns and surface embellishments, Première Vision Designs (Hall 5), will highlight the multiple facets of textile design, with a diversified offer – designs, embroideries and applied motifs, knits, fabrics, transfer papers, vintage. The show is also increasingly international – with the arrival of exhibitors from new countries (notably Romania and Mexico). This is great news for creators looking for diversity and new influences, inspired by different cultures.

This edition will present new products from 248 exhibitors – creative studios, independent designers – including 28 newcomers.



Première Vision Designs will also welcome in Hall 5:

- > The Designs Circus, a space for meetings and discussions to discover the exhibitors' latest creations and decorative directions for autumn winter 20/21, presented in a colourful and festive atmosphere with a circus theme. A lively place to find inspiration, to enjoy coworking and entertainment, where visitors can share and relax among acrobats and jugglers, while reflecting on the coming trends with a fortune teller.
- > The 24 finalists of the TexSelect®/Textile Design Futures, the UK textile design competition, will be welcomed at Première Vision Designs where they can showcase their skills to the professionals at the event: www.texselect.org.uk. The award ceremony will be held on Wednesday, 18 September at 3:30 p.m.
- > A fashion conference on 18 September at 4.45 pm (*Designs Circus Area, Hall 5*): "The Future of florals", how can we continue to reinvent the most universally renowned pattern each season? A roundtable led by Clare Johnston – Professor at Royal College of Art and former Head of Design at Liberty – Gill Gledhill, head of Première Vision UK office – and Elsa May – Product Manager, Première Vision Fashion Department.



06. A comprehensive and strengthened manufacturing offer

THIS SEPTEMBER, PREMIÈRE VISION PARIS IS PROPOSING AN INCREASINGLY DIVERSIFIED AND TRANSVERSAL MANUFACTURING OFFER FOR YOUR SOURCING, TO KEEP IN STEP WITH MARKET EVOLUTIONS AND VISITORS LOOKING FOR COMPLEMENTARY AND MORE DIVERSIFIED SOLUTIONS - WHETHER LOCAL, VOLUME OR SPECIALIZED SOURCING.



The offer brings together the full scope of fashion manufacturing know-hows needed by fashion and accessory brands, with 278 manufacturers from five continents.

Four complementary universes have been created by the Première Vision teams to provide visitors a full panorama:

- › **Première Vision Manufacturing – Proximity (Hall 6)** brings together local clothing manufacturing specialists from the Euro-Mediterranean basin and the Indian Ocean with 135 exhibitors, including 13 new ones.
- › **Première Vision Manufacturing – Overseas (Hall 2)** dedicated to Asia Pacific sourcing with 98 exhibitors, including 48 new exhibitors.
- › **Première Vision Manufacturing – Knitwear (Hall 6):** the platform dedicated to creative flatbed knits with 45 exhibitors, including 9 new exhibitors.
- › **Première Vision Manufacturing – Leather (Hall 3)** dedicated to the manufacturing of leather clothing, leather goods and footwear with 45 exhibitors, including 14 new exhibitors.



Note: a conference dedicated to Vietnam and its advantages will be held on Tuesday 17 September at 4pm at the Innovation Talks Area (Hall 3).

07. Accessories join the Première Vision Marketplace

THE SEPTEMBER EDITION WILL MARK A MAJOR HIGHLIGHT FOR THE PREMIÈRE VISION MARKETPLACE, THE BTOB E-COMMERCE PLATFORM LAUNCHED IN SEPTEMBER 2018.

Joining exhibitors of fabrics, leathers and denim, exhibitors from Première Vision Accessories, makers of accessories and components for fashion, will now also enjoy a digital showcase in the Marketplace.

This launch has great potential. This season alone, Première Vision Accessories exhibitors represent 325 companies – including 26 new ones. This diversity of products is fully compatible with this digital platform.

In September, the Marketplace also blows out its first candle. The first results are highly positive, making it is a resounding success:

- > Over 7,000 products presented online
- > 3,500 orders for products already processed.

To provide visitors and exhibitors live information and assistance, the Marketplace team will be available at the show in three locations: one space at the entrance of Hall 3, another in Hall 5 (Stand 5B1) and a third downstairs at the entrance of Hall 6.

At a conference on Tuesday 17 September at 5pm (*Innovation Talks Area, Hall 3*) on the revolution in supply and design processes using digital solutions, Gael Séguillon, Director of the Marketplace Première Vision will present the Marketplace Première Vision for a sourcing online experience and Lisa Kohlert from CLO Virtual Fashion Inc. will present how to use a true-to-life 3D garment simulation.




Finally, a conference, proposed by IFM ALUMNI, will deal with “the Block Chain in fashion marketplaces, a milestone from the fiber to the second hand market”, on September 19 at 11am (*Innovation Talks Area, Hall 3*). A round table moderated by Anne Fuhrop, Partner at AF Paris –custom-made professional clothing– with Marjorie Hernandez – CEO & Founder, block chain specialist, LUKSO–, Camila Weirich –Creative Director, Expert Image & Branding, CW Studio–, Milena Amaral– CEO & Founder, NEOVILI– and Gaël Séguillon –Head of Market Place, Première Vision.

THE PREMIÈRE VISION MARKETPLACE - WHAT IS IT?

It's a true online catalogue and a professional-community space, designed to prolong and complement the business relationships initiated at the 12 events organised yearly by Première Vision. It lets visitors sample or order products from various exhibitors, and pay for them in one easy transaction. The Marketplace is both: a BtoB e-commerce site (with a select catalogue of products exclusively from the collections of its exhibitors, and available throughout the year) and an editorial product, providing access to Première Vision's expert fashion information.

02.



**Highlights
& experiences:
getting
to the heart
of tomorrow's
fashion & textile
industry**



01. The Première Vision Paris program in september 2019

IN SEPTEMBER, PREMIÈRE VISION PARIS WILL INTRODUCE A PROGRAM REFLECTING THE INDUSTRY'S CURRENT CHALLENGES AND HIGHLIGHTING CREATIVE INNOVATIONS FOR CONTEMPORARY FASHION. BUT ABOVE ALL IT LOOKS TO THE FUTURE.

- > The 11th edition of the PV Awards chaired by Dutch artist and designer Bart Hess (Hall 5)
- > The Awards ceremony for the TexSelect® British textile design competition
- > A full slate of diverse conferences to address visitors' interest in seasonal trends, responsible fashion and the leather industry.

at Première Vision Designs (Hall 5)

**SAVE THE DATE -
THE PURPLE ADDICT PARTY
ON 17 SEPTEMBER AT 6PM**

To close the PV Awards ceremony and the first day of the show, and to celebrate fashion and creativity, Première Vision invites its exhibitors and visitors to a cocktail with a special theme based on colour #21 in the autumn winter 20/21 colour range: the PURPLE ADDICT PARTY. Join us at 6pm in the square in Hall 6.

02. A rich & diversified line-up of conferences

IN SEPTEMBER, THE CONFERENCES MOVE TO THE HEART OF PREMIÈRE VISION PARIS, WITH A NEW ORGANIZATION OF THE SPACES DEDICATED TO TALKS AND DISCUSSIONS.

Two separate spaces have now been created: the Fashion Talks Area (Hall 6) for fashion conferences, and the Innovation Talks Area, in Hall 3 (Sport & Tech, responsible fashion...).

Highlights of this edition:



➤ **Exclusive fashion seminars created and presented by the Première Vision fashion team, to help decode the AW 20/21 season:**

Daily at 10:30am

The “Leather Fashion Breakfasts”

to discover Première Vision's transversal colour range and its specific leather harmonies, along with the season's essential leathers and furs.

Daily at 11:30am

The “Season Trend Tastings”

to decode the season's influences, the major transversal trends illustrated with exclusive images, the key silhouettes and synergies between fabrics, designs, leathers and accessories.

Daily at 12:30pm

The “Fabrics & Colours Trend Tastings”

a truly essential for a constructive and creative visit, the seminars fully present the new colour range, its key harmonies by market and the season's must-have fabrics.

➤ **A series of meetings addressing leather sector challenges:**

Wednesday 18 September at 10am:

Implementing a quality policy, a conference organised by the CTC (Centre Technique du Cuir)

Including two conferences presented by Nathalie Elharrar:

Tuesday 17 September at 10am:

“The manufacture of a bag”

Thursday 19 September at 10am:

“How do you buy leather today?”

➤ **Ever Smarter Smart Talks:**

Tuesday 17 September at 1pm:

“Is upcycling the future of fashion?”
In partnership with Vogue Business

Wednesday 18 September at 11am:

presenting the results of a study by the IFM-Première Vision Chair

Wednesday 18 September at 1pm:

“The future of leather”,
in partnership with Vogue Business

And 5 Smart Talks,

on the challenges of eco-responsible fashion, led by Giusy Bettoni, Sustainable Development Consultant for Première Vision.



See the full conference calendar
on the [Première Vision Paris website](#)

03. Première Vision Paris furthers its support for creative talent

FOR THE PAST 8 YEARS PREMIÈRE VISION HAS BEEN COMMITTED TO THE FAMOUS HYÈRES FESTIVAL CELEBRATING YOUNG FASHION DESIGNERS, FULFILLING ITS MISSION TO SUPPORT TEXTILE CREATIVITY WHILE HELPING TO DISCOVER NEW DESIGN TALENTS DESTINED TO PROPEL TOMORROW'S CREATIVE INDUSTRIES.

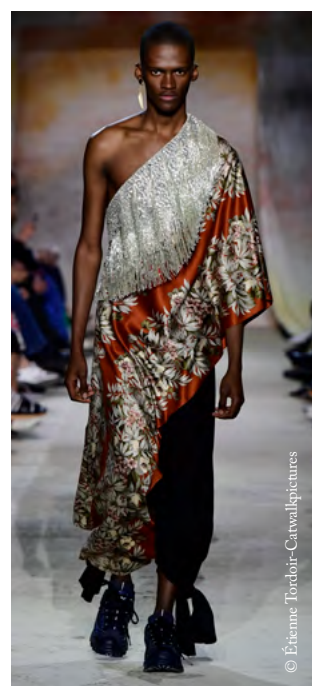


As part of this commitment, the September show will feature the work of Austrian designer Christoph Rumpf, winner of the Première Vision Grand Jury Prize at the 34th Hyères Festival of Fashion, Photography and Fashion Accessories.

He was awarded the prize on the basis of his creative men's collection and strong commitment to responsibility. Rumpf will present his winning designs at Première Vision Paris (Hall 5) in an exclusive exhibit.



Beyond the presented clothing designs, the aim of the exhibit is also to highlight the expertise of Première Vision Paris exhibitors, who contributed their own support to the next generation of designers by supplying the festival's finalists with materials and services to help create their collections.



© Etienne Tordoir-Catwalkpictures

PV AWARDS: THE ANNUAL HIGHLIGHT SPOTLIGHTING CREATIVITY AT PREMIÈRE VISION PARIS

The date is set: prizes for the 11th PV Awards will be presented on 17 September at 5:30pm in Hall 5. Dutch artist and designer Bart Hess is this year's jury president.

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

- **Grand Jury Prize 2019,**
for the most outstanding, symbolic and pertinent fabric and leather of the season.
- **Handle Prize 2019,**
for the fabric and leather allying the most astonishing tactile and behavioural qualities, those with the strongest emotional impact.
- **Imagination Prize 2019,**
for the boldest, most original, most amazing fabric and leather in terms of decoration, technique, finishing, innovation and technology.
- **Fashion Smart Creation Prize 2019,** for the most creative responsible fabric and leather.



BART HESS, AN ARTIST FROM ANOTHER REALM

Born on 2 January 1984, Hess studied at the Design Academy in Eindhoven, the Netherlands, in the “Man and Identity” programme, which helps students discover and anticipate new trends in fashion and culture. He explores many artistic fields such as photography, video, animation, visual arts and fashion,

and uses everyday materials, as well as new textures and materials in a highly innovative way to conjure up new worlds. He is now internationally renowned, which has led to major collaborations with, for example, Lady Gaga, the Palais de Tokyo, Iris Van Herpen, Nick Knight, Lucy Mc Rae and Walter Van Beirendonck..

<http://barthess.nl/>

The Jury of the 11th PV Awards:

Bart Hess, Artist and designer (The Netherlands) / Jacopo Etro, Head of the Home and Textiles division, Etro (Italy) / Fabrizio Lupi, Head of fabrics development and sourcing, Acne Studios (Sweden) / Isaac Reina, Designer, Isaac Reina (France) / Ester Manas, Designer, Ester Manas (France) / Andreas Röhrich, Director of Product Development & Innovation, Wolford AG (Austria) / Sergio Hernandez de Andrade, Leather Goods Designer, Montblanc (Germany) / Christoph Rumpf, Première Vision Grand Prix du Jury at the 2019 International Festival of Fashion in Hyères (Austria) / Didier Vervaeen, Journalist and Teacher at La Cambre (Belgium) / Claude Vuillermet, Polyphème (France) / Pascaline Wilhelm, Fashion Director, Première Vision.

TEXSELECT® SHOWCASES TEXTILE CREATIVITY

As every year in September, **Première Vision Designs** is partnering with the **TexSelect® /Textile Design Futures** competition, of which it is one of the main sponsors. This competition is open to young international design students from UK fashion universities, and is celebrating its 50th anniversary this year.

As part of the event, the 24 competition finalists, selected from 250 young designers from British textile schools, are invited to exhibit their artworks at the **Première Vision Designs** show (Hall 5) in September.



TexSelect®

These winners of the **TexSelect®** competition are a key attraction for buyers, designers and fashion brands looking for new discoveries and ideas. By allowing them to show their creative patterns and artwork at the show, **Première Vision Designs** thoroughly fulfils its mission to put young talents in contact with the fashion market.

In advance of the **Première Vision Designs** show, a jury of professionals (design school teachers, textile and fashion industry players) meet in London to choose the winners from among the 24 finalists.

Textile Design Futures

The awarding of the 6 competition prizes will take place in the **Designs Circus** area at **Première Vision Designs (Hall 5)** on **Wednesday 18 September at 3:30 pm**.

THE 6 TEXSELECT® PRIZES:

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

04. Innovative, immersive experiences

PREMIÈRE VISION'S EXHIBITORS ARE INCORPORATING MORE AND MORE TECHNOLOGY INTO THEIR PRODUCTS AND SERVICES TO MEET CONSUMER DEMAND, AS WELL AS FURTHER DEVELOP THEIR OWN CREATIVITY.

Just like its exhibitors, Première Vision also adds a digital dimension to its shows, to treat its visitors to new and surprising experiences.

To discover
at the september show:

> An immersion in the Sport & Tech theme "A matter of protection", with a virtual reality experience
Première Vision has designed a digital experience based on the protection theme: thanks to the Hypersuit, a virtual reality flight simulator, visitors will be able to explore various external environments and elements (cold, wind, etc).
www.hypersuit.fr
At the Sport & Tech Forum (Hall 6).

> A fashion-inspiration film drawing on virtual reality
A digital dimension will be firmly at the heart of the autumn winter 20/21 season. The inspirational film that introduces the season, produced by Première Vision's fashion team, will feature virtual-reality technology so visitors can dive into the coming trends and immerse themselves in the season. Projected in the PV PERSPECTIVES transversal forum (Hall 5), the film was created by Dutch artist Bart Hess, who is also president of the PV Awards jury, and who is renowned for his futuristic approach to art.

> Wearable Lab - Première Vision Paris, February 2019



05. Coralie Marabelle designs the outfits for the Première Vision Paris hosts and hostesses

A TWO-TONED, RESOLUTELY SPORTY AND MODERN SILHOUETTE, TWO-TONED AND EASILY IDENTIFIABLE, TO FIND GUIDED HELP DURING YOUR VISIT!

“I like playing around with volume and colour in a playful, contemporary way and Première Vision encouraged my vision, and gave me true creative freedom. I imagined architectural silhouettes with balloon sleeves and clearly identifiable blocks of colour. I chose fluid, lightweight 100% cotton fabric that breaks the overall structure of the silhouette to inject suppleness into the garments, and increase the ease and comfort of the hosts and hostesses who will wear them. To source the materials and the manufacturing, we turned to Riopele in Portugal. They supported us throughout with a high degree of commitment to obtain a perfect result and exceptional finishes,” explains Coralie Marabelle.

“We are delighted to collaborate with Coralie Marabelle and Première Vision to bring to life the new look of the hosts and hostesses. The fabric choice focused on a 100% cotton twill perfectly suited to a silhouette with an emphasis on volume, with a citified, easywear spirit. Two blue shades were chosen, midnight blue and phosphate blue, which perfectly highlight the sophisticated luminosity of the finish. We also made the garment, so the sourcing was 100% Made in Portugal!” said Cristina Gonçalves of Riopele.



THE CORALIE MARABELLE BRAND

CORALIE MARABELLE is a women's ready-to-wear brand born from the intuition of creative and sincere fashion. Created in 2016, the CORALIE MARABELLE brand offers a high-end and accessible, creative and portable wardrobe with a couture touch, distributed in its Parisian boutique 114 rue de la Folie-Méricourt and on its e-shop www.coralie-marabelle.com CORALIE MARABELLE takes the time to create with the desire for art and not the obligation of

the calendar. She imagines one capsule per month as so many microstories that, one after the other, tell a complete collection. CORALIE MARABELLE defends the values of a sustainable brand that respects the environment and craftsmanship. Each garment is entirely created in-house in the design studio in Paris. All collections are made in France. CORALIE MARABELLE never holds a sale to preserve the value of the garment and the work of those who make it.

Save the date

➤
TUESDAY
09.17
2019
AT 11PM

PRESS CONFERENCE
INNOVATION TALKS AREA
- HALL 3

Presented by Gilles Lasbordes,
Première Vision Managing Director



To plan and facilitate your visit,
to get all the latest about
our shows and events, download
the Première Vision Paris app!

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About Première Vision

Première Vision is the global leader in upstream creative-fashion trade shows. From 15 Lyons weavers in the early 1970s to the more than 2,000 exhibitors at Première Vision Paris today, the Première Vision group's strategy has remained the same: to support the development of the international fashion industry and major market evolutions through its services and 14 events per year, to which has now been added a unique online tool: the Première Vision Marketplace, managed by the company's subsidiary, Première Vision Digital.

WWW.PREMIEREVISION.COM

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