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PRESS KIT

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8 – 10 FEBRUARY 2022
PARIS NORD - VILLEPINTE

PREMIÈREVISION
The art & heart of fashion

PREMIÈRE VISION PARIS OVER 1,000 COMMITTED EXHIBITORS SET TO COME TOGETHER FEBRUARY 7 - 11, 2022

At the start of a new year again disrupted by the global health situation, Première Vision is mobilizing to continue to hold its shows under optimal conditions, in strict compliance with applicable health regulations.

The creative fashion industry needs to meet and come together in order to continue developing their business. Première Vision Paris is thus firmly committed to supporting them by offering a hybrid event with two concurrent and complementary events, to bring industry professionals together - in person and online - so they can meet and continue to exchange ideas, while inspiring and guiding them in the design of their Spring Summer 23 collections:

- **A physical show at the Parc des Expositions de Paris Nord-Villepinte (Halls 4,5 & 6) on February 8, 9 & 10** (organized in full compliance with current health requirements)
- **A Digital Show on the www.premierevision.com website, bringing together a full program of digital events and the offer found on the Première Vision Marketplace, from February 7-11.**

On the program at this new edition of Première Vision Paris:

- **A selective offer and the latest developments from 1,080 exhibitors from 41 countries** - yarns and fibers, fabrics, leathers, textile designs, accessories and components, fashion manufacturing and sustainable innovations - which can also be discovered online on the Première Vision Marketplace,
- **63 new companies** presenting their collections for the first time at Première Vision Paris,
- **Fashion forums and inspiration areas at the show, a 3D forum and an online *Live Sourcing* session, and a space dedicated to young designers featuring Ifeanyi Okwuadi, winner of the 36th Hyères International Festival of Fashion, Photography and Accessories.**
- **Opportunities to meet and exchange ideas with buyers and suppliers** at the show's stands and online, thanks to networking tools with fully enhanced features on the Première Vision Marketplace,
- **The return of a series of 20 conferences at the physical show and a selection of 8 Digital Talks, including fashion seminars and a *Live Sourcing* experience, to watch live and in replay on the Première Vision website during the Digital Show.**

I. AN INTERNATIONAL, CREATIVE AND COMMITTED OFFER

1. 1,080 EXHIBITORS FROM 41 COUNTRIES

In total, the hybrid Première Vision Paris event will showcase a creative offer from **1,080 international exhibitors from 41 countries, including 63 new companies** handpicked by Première Vision’s experts and selection committee.

- **998 companies will present, in person at the show and online on the Marketplace**, their latest material developments - yarns & fibers, fabrics, leathers, textile designs, accessories & components, sustainable innovations - and their fashion-manufacturing solutions for ready-to-wear, accessories, and footwear.
- **82 weavers, tanners, design studios, accessory and component makers and fashion manufacturers will be presenting their collections and manufacturing solutions exclusively online on the Première Vision Marketplace and via the Digital Show**, which can be accessed via the Première Vision website.

The season’s materials, developed in a continually complex and uncertain context, are marked once again by the boldness and creative risk-taking of industry professionals. By enhancing the quality of the materials, and updating basics in terms of their density, handles and look, exhibitors are offering fashion buyers and designers a new range of sustainable essentials with a modern authenticity - for innovative, inspiring and, above all, very contemporary collections.

The complementary and international offer addresses all activity sectors, all segments and levels of the creative fashion market, to drive the design and creation of the coming apparel, footwear and accessory collections for Spring Summer 23.

BREAKDOWN OF EXHIBITORS BY ACTIVITY SECTOR



TOP 10 EXHIBITING COUNTRIES



THE PREMIÈRE VISION MARKETPLACE IN FIGURES

Companies:

- 2,040 online e-shops in 2021 vs. 1,502 in 2020
- 354,260 company page-views in 2021 vs. 160,000 in 2020

Product offer:

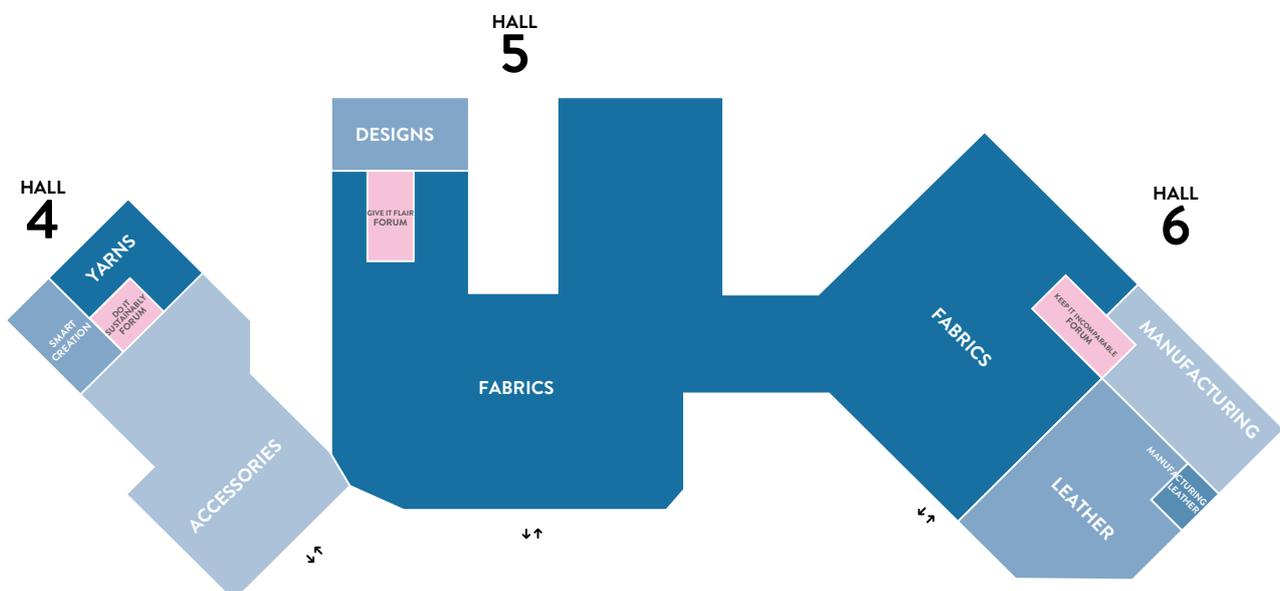
- 61,500 products online in 2021 vs. 30,000 in 2020
- 1,129,500 product page views in 2021 vs. 371,000 over the year in 2020

2. A REVAMPED SHOW LAYOUT AND ORGANIZATION

This season the show returns to its usual halls, while the layout and breakdown of the offer have been revised and adapted to optimize how the latest products from Première Vision Paris exhibitors are presented to visitors,

Presented in halls 4, 5 & 6 (vs. 3 - 6 in Feb. 20 and 1 - 4 in Sept. 21), the offer will be organized by activity sector and know-how as follows:

- **Première Vision Yarns** - developments in yarns and fibers: Hall 4 (North)
- **Première Vision Fabrics** - latest fabrics: Halls 5 & 6
- **Première Vision Leather** - creative leather innovations: Hall 6
- **Première Vision Accessories** - components and accessories for fashion, leather goods, footwear and fashion jewelry: Hall 4
- **Première Vision Designs** - creative proposals in terms of textile designs : Hall 5 (North)
- **Première Vision Manufacturing** - manufacturing solutions for the apparel industry: Hall 6
- **Première Vision Manufacturing Leather** - manufacturing solutions for leather goods and footwear: Hall 6
- **Smart Creation** - product developments and innovative solutions for more sustainable fashions : Hall 4



II. SUSTAINABILITY AT THE CORE OF A STRENGTHENED ORGANIZATION

A true creative observatory, Première Vision is at the heart of the fashion industry's innovations. Among the most striking and growing evolutions in recent years has been the development of an increasingly sustainable offer. A transformation that continues to be developed for the next season with more and more creative and eco-friendly developments, integrated into all the activity sectors present at Première Vision Paris, and for all markets.

Ever since 2015, and with ever-growing conviction, Première Vision Paris has been providing buyers all the keys to successful eco-sourcing thanks to the SMART CREATION program and its wealth of pertinent content.

1. AN EVER LARGER AND MORE CREATIVE COMMITTED OFFER

For several seasons now, the offer of eco-designed products proposed by exhibitors at the show and in the Marketplace has been expanding and strengthening, for all the represented activity sectors and markets. Creative and sustainable innovations are highlighted in the show's trend forums thanks to the work of the Première Vision fashion team.

This turn towards more sustainable and ethical approaches, from raw materials to production processes, truly reveals the creativity and ingenuity of the sector, which is ramping up its investments in the research and development of new collections of more responsible materials, and more eco-minded manufacturing solutions.

Beyond presenting the eco-friendly products found in the exhibitors' collections at the show and on the Marketplace, Première Vision Paris also helps guide the industry by presenting - in a physical Smart Creation space at Villepinte (Hall 4), and online on the Marketplace - **the products and services of 31 companies numbering among the most committed, inspiring and visionary in the industry in terms of responsible creation, who will be showcasing alternative materials, innovative materials, more sustainable manufacturing solutions and technologies, and more.**

2. DO IT SUSTAINABLY, A DEDICATED FORUM

The "Do it sustainably" forum presents the **Spring-Summer 23 color range, its harmonies and the sustainable innovations for the season**, with cross-sector information highlighting the Smart Keys (keys to helping move towards ethical and sustainable fashion) and four areas highlighting eco-responsible developments in:

- Yarns and fibers
- Leathers and furs
- Accessories and components
- Fabrics and knits

3. CONFERENCES FOCUSING ON ECO-RESPONSIBILITY ISSUES

Many of the conferences and digital talks proposed at this edition of Première Vision Paris tackle the subject of sustainable fashion and its current and future challenges, presented by recognized experts and industry professionals.

> SEE DETAILED PROGRAM IN THE FOLLOWING PAGES.

4. AN ONLINE MAGAZINE AND A PODCAST

The 'eco-responsibility' section of Première Vision's online magazine targets the industry's major challenges and highlights new values combining creativity, innovation, sustainability and traceability through a wealth of complementary content.

- **The Smart Keys** articles help you move towards ethical and sustainable fashion
- **The Smart Creation** podcast, created in collaboration with **Adrien Garcia** of the «Entreprendre dans la mode» podcast, kicks off the discussion by exploring the potential of sustainable fashion
- **The Smart Talks** propose engaging conversations between industry professionals addressing critical topics in the field of eco-responsibility.



III. AN EVEN MORE CENTRAL ROLE FOR FASHION AND CREATIVITY AT PREMIÈRE VISION PARIS

Fashion forecasting and the decoding of seasonal trends have been part of Première Vision's DNA since its inception, thanks to its cutting-edge tools and expert fashion team.

In February, both the physical show and the Digital Show will be stepping up their very active role in inspiring and guiding visitors in the building of creative and unique Spring Summer 23 collections.

The fashion information developed by the Première Vision fashion team and its partners will be proposed via a variety of channels:

- **3 transversal physical forums** to present the season's essential materials and elements.
- **2 physical and digital TREND TASTING seminars**, to discover at the show's conference area and online, to fully explore the season in terms of inspirations, materials and colors.
- **1 3D forum online** at the Digital show, to locate top products from the physical fashion areas.
- **1 Live Sourcing session** for a live discovery and exploration of the products selected and presented by the Première Vision fashion team.
- **2 informative and inspirational spaces** in the entrances to halls 4 & 5, to immerse the visitor not only in the season but also in the physical, visual and sensory event itself.
- **1 space dedicated to Ifeanyi Okwuadi**, winner of the 36th Hyères International Festival of Fashion, Photography and Accessories.
- **1 exclusive Spring Summer 23 color range** developed by the Première Vision fashion team, to be found at the show's points of sale or to order online on the Première Vision website.
- **1 fashion information, available in the online magazine and in the forums**, with decodings of the season from both a general point of view as well as by activity sector and market.



DESOLINA SUTER
JOINS THE PREMIÈRE VISION TEAM AS
FASHION DIRECTOR

Of dual French/Italian origin, Suter is an expert in materials, colors and trends, and has been Première Vision's fashion correspondent in Italy for nearly 15 years. She will be in charge of coordinating the Première Vision fashion team, charged with:

- **Planning the organization of forward-looking fashion information at a time of important changes to the Première Vision show calendar** (Première Vision Paris will now be held in July instead of September). This involves developing seasonal directions in advance of the shows, in collaboration with international experts and professionals, and in association with exhibiting manufacturers.
- **Adapting key seasonal, material and color directions to the needs of the market**, to provide concrete support to manufacturers as they develop their collections of materials.
- **Developing new communication channels and tools** to transmit Première Vision's fashion information in an impactful manner to its target audiences: exhibiting manufacturers, designers and creative fashion and accessories brands and more.

1. A POSITIVE SPRING SUMMER 23 SEASON

Spring-summer 23 is shaping up to be a season of rationality and positive energy, a reflection of a complex world where the real and the virtual, the natural and the artificial, the slow and the fast, the sustainable and the frivolous all interact with each other.



Beyond merely coexisting, these binary concepts are linked together, playing complementary roles, to better address changes in the market and in consumer lifestyles, needs and behaviors.

The season invites us to explore unknown and exciting landscapes, abysses, microcosms, imaginary and intangible spaces, augmented and virtual realities.

A fundamental source of inspiration, creation and innovation, the connection between nature and technology will serve as an aesthetic reference and an indispensable and innovative creative tool.

Striving for a balance between a virtuous design process and the frivolity of fashion, Spring-summer 23 feeds on the interactions between these various approaches, drawing on common sense, emotion and intuition.

2. PHYSICAL AND VIRTUAL INFORMATION AND INSPIRATION SPACES

3 Immersive forums to discover the season's key products and the principle creative and technical innovations, to source at the show.

A. 3 INSPIRING FORUMS AT THE PHYSICAL SHOW

The *Give it flair* forum

The “*Give It Flair*” forum presents the Spring-Summer 23 color range and the season with a multi-sector hub dedicated to the season's decorative highlights, displayed by specialty:

- Jacquards, embroideries, laces, prints and fancy fabrics
- Fancy accessories, ornaments and components
- Decorated leathers and furs
- Original textile motifs and patterns

The *Do it sustainably* forum

The “*Do It Sustainably*” forum presents the Spring-Summer 23 color range, its harmonies and the sustainable innovations for the season, with cross-sector information highlighting the Smart Keys and four areas highlighting eco-responsible developments in:

Yarns and fibers – Leathers and furs – Accessories and components – Fabrics and knits

The *Keep it incomparable* forum

The « *Keep it incomparable* » forum presents the Spring-Summer 23 color range and a multi-product area focused on the invisible properties of the season's product developments - from the quality of the materials to the sensory appeal of the handles, as well as their technical performance. Four areas highlighting the latest product developments of the season, organized by specialty:

Fabrics and knits – Leathers and furs – Accessories and components – Fashion manufacturing

B. TWO DIGITAL-SOURCING EXPERIENCES

For visitors who cannot physically attend the show, the Digital Show will offer, in addition to articles dedicated to decoding the season, two new experiences created, designed and presented by the Première Vision fashion team:

A 3D Forum :

Thanks to Matterport virtual-visit technology (used by museums during the Covid-19 shutdowns, among others), this unique 3D forum will present the season's material highlights through some 50 references selected by the Première Vision fashion team on the **Give It Flair** forum. By clicking on each product proposed in this virtual space, the visitor will be able to learn about its specificities and qualities, and will be directed to the relevant supplier's online shop on the Première Vision Marketplace. This digital forum will remain online during and after the physical event and the Digital Show.

Live Sourcing session direct from Première Vision Paris

Our fashion expert, Elsa May, will be live at the **Do it Sustainably** forum for an exclusive presentation of the Spring-Summer 23 product innovations in terms of eco-responsibility.

Ask her your questions live, and add the products to your favorites or to your shopping cart directly from the Première Vision Marketplace.

Tuesday February 8, 2022 from 1:30 to 2:30pm on the Première Vision website

3. TWO PHYSICAL AND DIGITAL TREND TASTING FASHION SEMINARS TO DECODE SPRING-SUMMER 23

The Première Vision fashion team will present two digital webinars to decode the season's colors and trends. Presented both at the show in the special Conferences area (Hall 4 north) and online at the Digital Show, these TREND TASTING seminars will sum up the seasonal fashion directions and trend choices crucial to building Spring Summer 23 fashion and accessory collections. These webinars enhance the fashion information found at the show and the forums, as well as the Digital Show information available on the Première Vision website.

SS23 SEASON TREND TASTING

In this new Season Trend Tasting, discover the Spring Summer 23 season's influences, the major cross-cutting currents illustrated with exclusive images, key silhouettes and the synergies between fabrics, patterns, leathers and accessories, decoded by the Première Vision fashion team.

Presented online on the Digital Show: Monday Feb. 7 at 11 am & Friday Feb. 11 at 3pm

Presented at the physical show: Tuesday & Wednesday, 8 & 9 at 2pm & Thursday 10th at 10am

SS23 COLORS TREND TASTING

An essential seminar, featuring the season's major orientations and messages, to discover the Spring Summer 23 color range in all its generosity, its exclusive colors, its indispensable harmonies, presented by the Première Vision fashion team.

Presented online on the Digital Show: Monday February 7 at 3pm & Friday February 11 at 11am

Presented at the physical show: Daily at 10:30am

4. SPRING SUMMER 23 FASHION INFORMATION ON LINE

Covering everything from innovations to the season's major trends, the **Première Vision** fashion team inspires fashion brands and designers with a series of in-depth articles, videos and product selections to sample directly at the show and on the **Première Vision Marketplace**.

Articles and information to be found throughout the year, online, in the «Trends» section of the **Première Vision** magazine, to keep you fully up to date on the latest trends, sustainable innovations and industry's know-hows.

5. 2 IMMERSIVE CREATIVE SPACES AT THE ENTRANCES TO HALLS 4 & 5

Both at the entrance to **Hall 4** and in the plaza fronting the entrance to **Hall 5**, visitors are immersed in the **Spring Summer 23** season - and into the very heart of this physical and sensory event - from the moment they arrive at **Première Vision Paris**.

- **Descent to the entrance of Hall 4** (display by the **Première Vision** fashion team): Visitors are gradually immersed in the show through a cloud of words that - in a display highlighting the season's 'Pink Flow' hue - recall the importance of creativity and sustainability in the building of their future collections.
- **Hall 5 Plaza** (display by the **Première Vision** fashion team): At the entrance to **Hall 5**, visitors are immersed in the eclectic universe of surface designs and textile creativity. A space that blends a raw, cubic display with a highly creative selection of patterns and motifs by the **Première Vision Designs** exhibitors.



6. SHOWCASING IFEANYI OKWUADI, FASHION WINNER OF THE 36TH HYÈRES FESTIVAL



Each year in Hyères, the Grand Prix of the Jury Première Vision is awarded to rising international-fashion talents. Presided over this year by Louise Trotter, Creative Director of Lacoste, the jury of the Grand Prize at the 36th Hyères International Fashion Festival delivered its verdict last October 17 by awarding British designer Ifeanyi Okwuadi the prize for his menswear collection entitled «Take the toys from the boys». The collection was inspired by the story of the Greenham Common women's camp, a peaceful protest site set up in 1981 against the deployment of nuclear missiles on a military base in UK's Berkshire.

Since 2011, Première Vision has been a partner of the Hyères International Festival of Fashion, Photography and Fashion Accessories organized at the Villa Noailles. This year once again, the finalists of the upcoming edition (14-16 October 2022) will be invited to the February edition of Première Vision Paris, where they will enjoy a privileged access to exhibitors from around the world.

**Ifeanyi Okwuadi, the prize winner this year, will be honored
in a special space that can be discovered in Hall 6.**



IFEANYI OKWUADI

Having started out as an apprentice to a famous Savile Row tailor when he was just 17, the now 27-year-old British designer has created a rich and compelling hybrid tailoring collection that combines elements of classic menswear with reinterpreted military codes and subtle references to childhood.

In terms of materials, Ifeanyi Okwuadi wanted to celebrate the savoir-faire and heritage of English made fabrics still thriving in the UK. It is therefore quite naturally that he turned to the famous Harris Tweed and English wool fabrics to make his menswear collection.

IV. A PROGRAM OF 20 CONFERENCES AT THE SHOW AND 8 DIGITAL TALKS

This February, the show's conferences make a major comeback with 20 talks and round tables at the physical edition of **Première Vision Paris in the special area in Hall 4, north**. An opportunity to discuss and exchange ideas directly with industry experts.

A series of 8 online Digital Talks will round out the program on Monday February 7 and Friday February 11.

MONDAY FEBRUARY 7 (ONLINE ONLY)

11AM - SEASON TREND TASTING

The season's influences, the major transversal trends illustrated by exclusive artworks, the key silhouettes and synergies between, fabrics, designs, leathers and accessories, decoded by the **Première Vision** fashion team.

Seminar presented by Lucie Jeannot, Première Vision fashion team

2PM - SMART TALK FABRICS / Focus on the eco-responsible assets of summer 23

By now, eco-designed product developments run through all textile collections. From innovations to improvements on existing techniques, choice of raw materials and optimized resources, discover all the season's latest news, always from an informed perspective taking into account both fashion and sustainability.

Seminar presented by Ariane Bigot, Associate Fashion Director Première Vision and Marina Coutelan, Eco-responsible fashion consultant

3 PM - COLOR TREND TASTING

An essential seminar featuring the season's main orientations and messages, to discover the color range in all its generosity, with its exclusive colors and indispensable harmonies, presented by the **Première Vision** fashion team.

Seminar presented by Elsa May, Project Manager, Première Vision Fashion team

4PM - SMART TALK LEATHER / A 360° vision of the latest eco-responsible developments

Join us for this analysis, which looks at the issues facing the sector through the latest creative developments in leather. Traceability of all the stages of transformation, levers for reducing environmental impacts, without forgetting the central question of the product life cycle. An illustrated and soundly-argued analysis!

Seminar presented by Carine Montarras, Fashion Product manager /Leather expert by Première Vision and Marina Coutelan, Eco-responsible fashion consultant.

TUESDAY FEBRUARY 8

10:30AM - COLOR TREND TASTING

An essential seminar featuring the season's main orientations and messages, to discover the color range in all its generosity, with its exclusive colors and indispensable harmonies, presented by the Première Vision fashion team.

Seminar presented by Elsa May, Project Manager, Fashion team

11AM – INNOVATION PITCH BY ECOCERT GREENLIFE / Key points to know about sustainable textile certifications

Ecocert Greenlife is an exhibitor in the Smart Creation area. The aim of this presentation is to help companies to better know what are the main sustainable certifications available for the textile & fashion sector, what are their main claims and criteria, how to select a certification and how to become certified.

Seminar presented by Vincent Duret, Textile Business Unit Manager at Ecocert Greenlife

11H15 - INNOVATION PITCH PAR ORITAIN / Une réelle amélioration de la durabilité : comment la science médico-légale permet la prise de décision en temps réel à partir de données en temps réel

Oritain is an exhibitor in the Smart Creation area. If you want to do the right thing when it comes to your sourcing decisions, you need accurate traceability data. For the consumer, there's often not much difference between those that say and those that do. Forensic traceability is set to change that. Oritain is helping brands prove they walk the walk.

Seminar presented by Michela Mossali Business Development Manager at Oritain

12PM - HOW PURPOSE IS THE NEW WAY TO BUILD RE-IMAGINED GROWTH IN 2022

Expert **Sara Simmonds** will be discussing the changing fashion industry trend, where we used to sell through status and now we sell through meaning. She'll demystify HOW to unlock your meaning and reveal 3 big mistakes that CEOs make when trying to connect their meaning across every area of their business.

Former Harvey Nichols And River Island Head Buyer and product innovator, Sara Simmonds has spent the last 10 years unlocking HOW to build conscious product innovation that sells and scales. Sara mentors top CEOs globally to unlock the unique power position of their products and their business and build their roadmap to become category leaders for re imagined growth and impact.

Seminar presented by Sara Simmonds, CEO of The Conscious Innovator

1PM - BEHIND THE SCENES OF FASHION, WHY AND HOW TO OPEN UP YOUR UNIVERSE TO END CONSUMERS?

The demand for transparency, the rise of digital tools : two major opportunities for brands and the industry to end the reign of mysticism in fashion and luxury.

Seminar presented by Victoire Satto, Co-founder & EIC, podcast ON(WARD) FASHION, by The Good Goods and Florian Palluel, Sustainability Manager at Picture Organics

1:30PM : LIVE SOURCING SESSION on the Première Vision website & live from Première Vision Paris

Our fashion expert **Elsa May** will be live from the *Do it Sustainably* forum for an exclusive presentation of the Spring-Summer 23 product innovations in terms of eco-responsibility.

Ask her your questions live, and add the products to your favorites or to your shopping cart directly from the Première Vision Marketplace.

2PM - SEASON TREND TASTING

The season's influences, the major transversal trends illustrated by exclusive artworks, the key silhouettes and synergies between, fabrics, designs, leathers and accessories, decoded by the Première Vision fashion team.

Seminar presented by Lucie Jeannot, Première Vision fashion team

4PM - THE NEW 2022 SUPPLY MAP

The health crisis, rising raw material prices and supply problems are all issues forcing retail brands to rethink their supply strategies.

Drawing on foreign trade statistics and its own survey of retail brands, the IFM's Economic Observatory, as part of the Première Vision-French Institute of Fashion Chair, invites you to consider the new supply map for 2022.

Seminar presented by Gildas Minvielle, Director of the Economic Observatory

5PM - EUROPEAN LINEN: THE CREATIVE AGRI-PLAYER OF THE ECOLOGICAL TRANSITION.

Seminar presented by Pascal Gautrand, Founder, Expert in fashion and textile industries at Made in Town and initiator of the Tricolor Collective, Raynald Anquet, Vice President Global Quality at LACOSTE, Benjamin Benmoyal, Designer, Danielle Pelegri, Creative Designer at TESSUTI DI SANDRIO div. of Marzotto Lab / Marzotto Group and Julie Pariset, Innovation Director by the Confédération du Lin et du Chanvre (CELC)

WEDNESDAY FEBRUARY 9

10:30AM - COLOR TREND TASTING

An essential seminar featuring the season's main orientations and messages, to discover the color range in all its generosity, with its exclusive colors and indispensable harmonies, presented by the Première Vision fashion team.

Seminar presented by Elsa May, Project Manager, Fashion team

11AM - FROM START-UPS TO SCALE-UPS, BUILDING A SUSTAINABLE COLOR WORLD

Color plays a key role in the appeal of a garment, but dyeing is also the step that generates most of the environmental impact of a material.

From a start-up's first laboratory tests to reaching full-scale industrial production, the road to bringing a promising innovation to maturity is long.

From recycling color to erasing and re-dyeing products, to dyes with pigments derived from micro-organisms, let's take a look at some virtuous alternative solutions to conventional methods.

Seminar presented by Marina Coutelan, Eco-responsible fashion consultant and Elsa May, Première Vision Fashion Team

12PM - THE CHALLENGE OF TEXTILE RECYCLING

Used clothes can become a resource: Prato's experience.

Screening of an excerpt from the documentary 'Stracci' and a discussion. Screening of the full document on Wednesday at the end of the day.

Seminar presented by Silvia Gambi, journalist, podcast Solo Moda Sostenibile, Marco Mantellassi, Principal Chief Executive Officer at Manteco and Francesco Marini, Head of Collection at Marini Industrie

1PM - BIOSOURCING ERA : HOW SCALABLE AND SUSTAINABLE ARE THE TUTTI FRUTTI OPTIONS ?

The emergence of new fibers contributing to CO2 capture : an inventory of the real ecological performance and sustainability of textile materials derived from biomass.

Seminar presented by Victoire Satto, Co-founder & EIC, podcast ON(WARD) FASHION at The Good Goods and Adrian Lopez Velarde, Director & co-founder of DESSERTO and with Stéphane Popescu, Sustainable Fashion Catalyst & Co-founder and CEO at COSE361

2PM - SEASON TREND TASTING

The season's influences, the major transversal trends illustrated by exclusive artworks, the key silhouettes and synergies between, fabrics, designs, leathers and accessories, decoded by the Première Vision fashion team.

Seminar presented by Lucie Jeannot, Première Vision fashion team

3PM - YOUNG AND YET WISE, NEW GENERATION OF DESIGNERS LEAD THE WAY OF SUSTAINABILITY IN ESTABLISHED BRANDS

Balancing power : creativity is no longer the only criterion for an industry looking for emerging talents. Young designers themselves expect Houses to get involved in a context of climate change.

Seminar presented by Victoire Satto, Co-founder & EIC, podcast ON(WARD) FASHION at The Good Goods with Ifeanyi Okwuadi, Designer and winner of the Grand Prix of the Jury Première Vision from the 36th Hyères festival and with Massimo Caligaris, Sales Manager by Canclini and Alexandre Capelli, Environmental Deputy Director of the LVMH Group

4PM - ACTIVATE 100% CIRCULAR FASHION!

Refashion, the first pan-European eco-organization for the textile sector, presents its vision of a 100% circular industry. Join us to share all the tools at your disposal to help you progress.

Seminar presented by H el ene Daret, Brands Director and Ad ele Routhia, Eco-design project manager at Refashion

5PM - PREVIEW OF THE DOCUMENTARY 'STRACCI'

A documentary about the recycling of used clothes, a journey around the world and especially in the area of Prato (Italy).

Stracci (rags) is a documentary that starts in Prato, but then travels around the world. It tells the story of the environmental impact of the fashion industry and an extraordinary experience of circular economy, very old and now relevant again: the recycling of wool by the textile industries of the Prato district.

Directed by Tommaso Santi, who also wrote it with Silvia Gambi, the documentary is produced by Kove, in collaboration with Solo Moda Sostenibile. www.straccidoc.it

THURSDAY FEBRUARY 10

10AM - SEASON TREND TASTING

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Seminar presented by Lucie Jeannot, Premi ere Vision fashion team

10:30AM - COLOR TREND TASTING

An essential seminar featuring the season's main orientations and messages, to discover the color range in all its generosity, with its exclusive colors and indispensable harmonies, presented by the Premi ere Vision fashion team.

Seminar presented by Elsa May, Project Manager, Fashion team

1:15 PM - WHAT ABOUT FASHION CIRCULARITY ?

Starring the IFM (Institut Fran ais de la Mode) documentary «Le Paris de la circularit e» and two sustainable and innovative startups Bananatex and Spiber.

Seminar presented by Andr ee-Anne Lemieux, Sustainability IFM-Kering chair Director, Kenji Higashi, Head of Business Development and Sustainability Spiber and Hannes Schoenegger, Co-Founder / CEO, Bananatex

FRIDAY FEBRUARY 11 (ONLINE ONLY)

11AM - COLOR TREND TASTING

An essential seminar featuring the season's main orientations and messages, to discover the color range in all its generosity, with its exclusive colors and indispensable harmonies, presented by the Première Vision fashion team.

Seminar presented by Elsa May, Project Manager, Fashion team

2PM - SMART TALK LEATHER / A 360° vision of the latest eco-responsible developments

Join us for this analysis, which looks at the issues facing the sector through the latest creative developments in leather. Traceability of all the stages of transformation, levers for reducing environmental impacts, without forgetting the central question of the product life cycle. An illustrated and soundly-argued analysis!

Seminar presented by Carine Montarras, Fashion Product manager /Leather expert by Première Vision and Marina Coutelan, Eco-responsible fashion consultant.

3PM - SEASON TREND TASTING

The season's influences, the major transversal trends illustrated by exclusive artworks, the key silhouettes and synergies between, fabrics, designs, leathers and accessories, decoded by the Première Vision fashion team.

Seminar presented by Lucie Jeannot, Première Vision fashion team

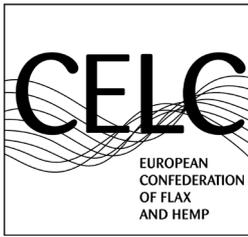
6PM - SMART TALK FABRICS / Focus on the eco-responsible assets of summer 23

By now, eco-designed product developments run through all textile collections. From innovations to improvements on existing techniques, choice of raw materials and optimized resources, discover all the season's latest news, always from an informed perspective taking into account both fashion and sustainability.

Seminar presented by Ariane Bigot, Associate Fashion Director Première Vision and Marina Coutelan, Eco-responsible fashion consultant

**Other conferences will be announced in the coming days.
The full program will be available online on the Première Vision website.**

V. CELC & ERIC BERGÈRE OUTFIT THE SHOW'S HOSTESSES IN LINEN



The European Confederation of Flax and Hemp | CELC, a Première Vision partner, has invited designer Eric Bergère to create the Host and Hostess outfits for the new physical edition of the Première Vision Paris show.

«Linen spirit, linen color, linen material, linen look. No buttons, no zippers, no lining... Linen, nothing but linen.» Such was Eric Bergère's response to the invitation from CELC, the European Confederation of Flax and Hemp, to design the outfits for the Première Vision Paris hosts and hostesses.



Eric Bergère has always worked with linen, a natural plant material, in an intuitive manner for his Dou Bochi brand, which is inherently rustic, elegant, raw and sophisticated.

The result of this collaboration with Première Vision Paris is a unisex blouse-trench with a clean, no-frills design reminiscent of workshop blouses. The material was spun by Linificio & Canapificio Nazionale (Italy), woven and manufactured by Klasikine Tekstile (Lithuania) - both exhibitors at the show - in a heavy (370g) 100% linen certified European Flax ® fabric with a perfect fall and drape.

Bergère defines his design as being: «For The Première Visions of a natural textile world, mindful of protecting our environment, respecting life and safeguarding our style - eternally chic».

The CELC is delighted with this partnership because it means putting sustainability at the heart of the creative process, and moving towards ever more innovative products respectful of the planet and people. Linen is a local fiber. Western Europe is the world's leading producer of linen fiber: France, Belgium and the Netherlands account for 80% of production. Flax is a plant that requires only rainwater (99.9%) and is cultivated without GMOs while respecting know-hows and jobs that cannot be delocalized. A plant that respects the soil. A zero-waste plant whose components are recovered and totally biodegradable. Flax fiber is definitely the fiber of tomorrow, at the heart of an expanding awareness of eco-responsible fashion.

The CELC is the only European agro-industrial organization to bring together and federate all the production and transformation stages of flax and hemp - 10,000 companies in 14 European countries - thus driving a sector of excellence in a globalized context. A mission founded on the innovative and environmental qualities of its fibers, guaranteed by the EUROPEAN FLAX® and MASTERS OF LINEN® traceability labels, and promoted to professionals and consumers through the I LOVE LINEN campaign.

ATTENTION ! NEW PASS APPLICATION SYSTEM !

In order to attend Première Vision Paris, online or in person, don't forget to register via the following link:

BADGE REQUEST

Once you have registered, you will receive a provisional «visitor» badge, which confirms that your registration has been successful. After your accreditation request has been validated by our press teams, you will receive your press pass.

For those coming to the show at Villepinte, you will find the press entrance in Hall 4. You can then meet the Première Vision press team at the PRESS & PLATINUM CLUB, on the Mezzanine of Hall 4 (not in Hall 6 as previously).

HEALTH CONDITIONS FOR ACCESS TO THE SHOW

To ensure the safety of all, Première Vision is following the recommendations of the health authorities. **A Vaccine Pass is now required in order to enter the show.**

To access the show, you must present of a QR code attesting to a complete vaccine schedule.

For more details about what constitutes a complete vaccine schedule and the entry conditions for coming to France, **please consult the [Advice for Foreign Nationals in France page](#).**

Tests are available on-site at the show (entrance, Hall 1) for a fee, should you require them for your travels outside France (antigenic 30 € / PCR 61 €).

In addition, inside the show,

the following hygiene and barrier measures will be in place:

- Heightened hygiene measures and disinfected contact points
- Heightened ventilation and air circulation
- Masks must be worn
- Respect of barrier gestures (maintaining physical distance of 1m at all times)

We look forward to seeing you at Première Vision Paris!

The Première Vision team

NB: THE HEALTH PROTOCOL IS SUBJECT TO CHANGE DEPENDING ON THE SITUATION.

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