PREMIÈRE VISION YARNS, the show for innovation in fashion’s raw materials

Optimal synergy with the Première Vision Fabrics show is reinforced by the proximity of the two events.
EXHIBITORS,
a strong and above all selective, creative and innovative offer

ALL PREMIÈRE VISION YARNS EXHIBITORS MUST SATISFY REQUIREMENTS

As to quality, creativity, technical skill, performance and reputation, all evaluated by an independent Selection Committee that has the sole responsibility for decisions regarding new admissions*. This requirement guarantees the exceptional offer we propose to international buyers. It is this requirement that is behind our success and our reputation with fashion industry professionals.

*A Admission to Première Vision Paris also enables participation in Première Vision New York.

SOME 60 EXHIBITORS
Natural, artificial and synthetic fibres, high performance yarns, recyclable materials...
Première Vision Yarns unveils the currently most advanced innovations and creations. For 3 days, 60 spinners and fibre producers offer products for all markets: wovens, jacquards, circular knits, hosiery, technical uses, etc.
The most international offer in the creative fashion industry, through the expertise of exhibitors from the leading countries in the sector (19 countries represented on average each session).

AN OFFER BROKEN DOWN IN 5 SECTORS

• Fiber producers
• Spinners (weaving, circular and flatbed knitting)
• Technology
• Throwsters / Texturizers
• Machine manufacturers
FASHION PRESENTATION,
tools and forums

INVITATION TO THE
PRESENTATION OF THE FASHION
SEASON IN YOUR COUNTRY
(FRANCE, SPAIN, ITALY, UK, JAPAN,
SOUTH KOREA, TURKEY)
for a preview 2 months before
the show detailing trends, accessory,
fabric and design directions, the colour
range, news about the show, etc.

FASHION TOOLS TO HELP YOU
BUILD YOUR COLLECTION
Colour range, Focalisation, webcast...

THE PREMIÈRE VISION
YARNS INDEX
A visually-striking and practical area
to discover new products, illustrated by
Première Vision Yarns exhibitors’ choices.
DEDICATED SERVICES
and promotional tools

WEB AND EMAIL BANNERS
To make part of your email signature and on your websites.

MAP GUIDE, E-CATALOGUE AND MOBILE APP
Map guide with 35,000 copies distributed.

WEBSITE
More than 2.49 million page views per season, more than 634,000 visits from 198 countries.

SOCIAL MEDIA AND WEBSITE
Over 70,000 followers across all social media platforms.

MEDIakit
Get extra visibility thanks to the advertising options across our different media (map guide, notebook, video screens, website, maps...).

PRESS CLUB
Drop off your press kits at the Press Club, which welcomes over 400 journalists during the 3 days of the show.

ADVERTISING AND DIRECT MARKETING
Advertising campaigns in the international trade press, e-mailings to Première Vision Paris visitors.

MARKETING AND PROMOTIONAL SUPPORT from our 12 international offices.

ONE INTERFACE
to manage your participation from A to Z

REGISTRATION, PREPARATION OF YOUR STAND, SAMPLE REQUESTS, BADGES, NEWS...

An extranet to facilitate everything you have to do.
DEDICATED SPACES
and tailor-made events

PREMIERE VISION YARNS PROPOSES PROSPECTIVE HIGHLIGHTS

To back up the strength of its offer, stimulate meetings and discussion, and examine the industry’s current and future challenges, Première Vision Paris is innovating every season to respond more effectively to its exhibitors and visitors.

This takes place through spaces dedicated to cutting-edge market segments and tailor-made event programming to delve into the heart of fashion, creation and inspiration.

SMART CREATION®

A platform for research and communications dedicated to promoting the exhibitors’ responsible creation and production approaches.

WEARABLE[LAB]®

A 900sqm village dedicated to Fashion Tech located in the heart of the show (hall 6), close to the Tech sector and Première Vision Yarns, offering a 360° offer of intelligent and / or connected technologies, materials, components and clothing.
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