

# PRESS EVENTS AT THE FEBRUARY 2019 SHOW

12-14 FEBRUARY 2019

9 AM - 6:30 PM

20  
SPRING • SUMMER



PREMIÈREVISION<sup>®</sup>  
CLOUD OF FASHION

STOP BY AND MEET US  
IN THE PRESS CLUB OF  
PREMIÈRE VISION PARIS  
(MEZZANINE OF HALL 6).  
OUR TEAM WILL BE PLEASED  
TO WELCOME  
AND GUIDE YOU.

## PRESS CONFERENCE NEW LOCATION

11 am – *Wearable Lab, Hall 6 – Conference space*

Presented by Gilles Lasbordes, General Manager of Première Vision.

Keys to organising your visit and staying informed about Première Vision's news and strategic evolutions.

**Reminder:** The press release containing the show's results will be sent out Wednesday 20 February.

## EVERYDAY

### FILMS

#### SPRING.SUMMER 19/20 FILMS

- **PREMIÈRE VISION FABRICS**, Hall 5, Forum PV Perspectives
- **PREMIÈRE VISION LEATHER**, Hall 3, Forum Leather Selection
- **PREMIÈRE VISION DESIGNS**, Hall 5, Forum Designs Selection

#### WEARABLE LAB: AUGMENTED MAN

*Hall 6, Wearable Lab*

A village entirely dedicated to Fashion Tech, designed around the concept of "augmented man" and performance, structured in three spaces: Intelligent textiles and an offer from European competitiveness clusters, an inspiring exhibition and a series of specific conferences and presentations of exhibitors' developments.

#### PREMIÈRE VISION MARKETPLACE

*Entrance of Hall 6, stand 5B1 (Hall 5)  
and stand 3I15 (Hall 3).*

Discover the Première Vision Marketplace, Première Vision's unprecedented B-to-B e-commerce platform and share a coffee with our team.

#### MAISON D'EXCEPTIONS

*Hall 3, Maison d'Exceptions*

The space dedicated to ultra-creativity brings together exceptional artisans, rare know-hows and spectacular creations. By accreditation only.

- **New this season: The "Villa Kujoyama" exhibition** presenting textile creations developed by the residents of Villa Kujoyama in Japan. Open to all.

## EPHYRE X PREMIÈRE VISION ACCESSORIES

### Hall 4, Accessories

Ephyre, a young high-end accessories brand, updates its signature item - the Léon clutch - with products from accessories manufacturers and tanners exhibiting at Première Vision.

## INDEX OF LEATHER MANUFACTURING KNOW-HOWS

### Hall 3, Manufacturing – Leather

This index uses products to illustrate the various know-hows proposed by these leather fashion-manufacturing specialists, for clothing, leather goods and footwear

## IFM EXHIBITION

### Hall 3, Leather, Entrance

Students from the Design Postgraduate Program of the French Fashion Institute (IFM) present products from their bag and shoe collections, fabricated by prestigious French and international luxury houses.

## comON CREATIVITY SHARING EXHIBIT - THE NEW ECO: TRACE IT

### Hall 5, Fabrics

Each year comON brings together top talent from the best design schools, putting the creativity and ideas of young students together with the realities of Italian textile industry production. Clothing, hats, one-of-a-kind items... dedicated to the new ecology and traceability, the exhibit presents a selection of the best projects proposed by students at its latest edition.

## “FASHION IN CHINA” EXHIBITION

### Hall 2, Manufacturing – Overseas, Entrance

Discover the work of some creative and cutting-edge Chinese designers through a new exhibition of photographs.

# TUESDAY 12 FEBRUARY

## FASHION SEMINARS

### LEATHER FASHION BREAKFAST

#### Hall 3, Leather – Workshops & Conferences area – Free access. French/English

- **10:30 am** - The trend concepts for S/S 2020, as well as the season's key colours, products and materials for the leather and fur markets, presented by Première Vision Fashion team.

### TREND TASTING SEMINARS

#### Hall 5, Fabrics – Room 501-502 – French/English

The TREND TASTING fashion seminars are presented by the Première Vision Fashion team.

- **11 am - Season Trend Tasting**  
What's indispensable for S/S 2020
- **12:30 pm - Colour & Fabrics Trend Tasting**  
An essential seminar to make your visit even more inspiring and productive, and to discover the colours and key fabrics for S/S 20.

## CONFERENCES

### WEARABLE LAB

#### Hall 6, Wearable Lab – Free access. English

- **2 pm - Exhibitors' pitches**
- **3 pm - Wearable Lab's Keynote: “Technology and Soft Power”**  
By Robin Caudwell, Assistant project head, Fédération de la Haute Couture et de la Mode. The case of the fashion industry and luxury.
- **4 pm - Wearable Lab : round table “Sportswear and the spirit of innovation”**  
With Pascal Morand, President of the Fédération de la Haute Couture et de la Mode, partners in this project, Rachel Muscat, consultant to Pharrell Williams and General Director of Collaborations for Adidas for nearly 10 years, and Pierre Kaczmarek, founder of Afterhomework.
- **5 pm - Keynote ‘What is an Augmented Self and how could it overlap with desirable futures?’**  
By Noémie Balmat, Co-founder of the “Futur 404” media platform, and co-author of “Futur”, which will be launched at the show.
- **5:30 pm - Wearable Lab Opening Cocktail**

### CTC CONFERENCES

#### Hall 3, Aisle G, Leather – Workshops & Conferences area Free access. French/English

Presented by Jérémy Goby, Leather Goods and Saddlery consultant, CTC

- **12 pm - Leathergoods finishings**  
A conference-workshop to present the winning synergies between expert-craftsman, stylist and designer to create successful leather-goods collections.

### LEATHER ROUND TABLES

#### Hall 3, Aisle G, Leather – Workshops & Conferences area Free access. French/English

Presented by by Nathalie Elharrar, consultant and footwear designer

- **3 pm - Round table: the leather industry faced with the environmental challenge**  
How is the leather industry moving towards eco-responsibility and the integration of new environmental standards?

### IFM ALUMNI CONFERENCE

#### Hall 5, Fabrics – Room 501 – Free access. French/English

- **2:00 pm: Conference on global sourcing**  
The new mapping of European, sourcing – a move towards responsible sourcing?  
By Gildas Minvielle, Director of the IFM Economic Observatory  
As part of the IFM-Première Vision Chair dedicated to “the economy of creative materials for fashion”, the French Fashion Institute is presenting a new conference

### LENZING™ CONFERENCE

#### Hall 5, Room 510, meeting centre 5 – first floor

- **1 pm:** Don't miss the conference of LENZING™, the specialist for fine fibers of botanic origin.

## SPECIAL SHOW EVENTS

### THE DESIGNS PLAYGROUND

*Hall 5, Designs*

- **10 am – 12:00 pm and 1pm – 5 pm:**  
A place to meet, discuss and discover the exhibitors' very latest creations, along with trend directions for S/S 20 displayed in a special 'street and sport' setting. Don't miss the Skate Riders demos, Pom-Pom Girls shows and Yoga classes. Have fun and get inspired!

### LEATHER ROUND TABLES

*Hall 3, Aisle G, Leather – Workshops & Conferences area*  
*Free access. French/English*

Presented by Nathalie Elharrar, consultant and footwear designer

- **4 pm - Round table: How can a social, design, manufacturing and local-network project come together in France?**  
Scoop and ESS (Social and Solidarity Economy) companies: Keys to understanding how these atypical companies - which, though focused on social and collaborative efforts, are no less efficient - work.

### WEARABLE LAB

*Hall 6, Wearable Lab – Free access. English*

- **10 am - Keynote "Fashion & Biomimicry"**  
How does nature allow us to invent and find new paths?  
By Dounia Dems, CEEBIOS - European Center of Excellence in Biomimicry.
- **11 am - Exhibitors' Pitches, from the Wearable Lab**
- **12 pm - Masterclass: "From Concepts to Reality"**  
As a fashion player, how do you plan your product design from concept to functional prototype and finally a product on the market? This masterclass traces a fashion-tech product from concept to reality.  
By Wearable Media
- **3 pm - Masterclass: "Building a team"**  
As a product lead, entrepreneur or business, how do you put a team together for a Fashion Tech project? In this masterclass, look at who you need to hire and how to build a collaborative team for a winning Fashion Tech project.  
By Wearable Media
- **4 pm - Keynote 'Fashion & the Augmented Body'**  
The influential Muchaneta Kapfunde gives her sharp and exciting look at the ambition of fashion to increase our own performance using new technologies.  
By Muchaneta Kapfunde, Founder of Fashnerd.com and a key player in the world of Fashion Tech.

## WEDNESDAY 13 FEBRUARY

## FASHION SEMINARS

### LEATHER FASHION BREAKFAST

*Hall 3, Leather – Workshops & Conferences area*  
*Free access. French/English*

- **10:30 am** - The trend concepts for S/S 2020, as well as the season's key colours, products and materials for the leather and fur markets, presented by Première Vision Fashion team.

### TREND TASTING SEMINARS

*Hall 5, Fabrics – Room 501-502 – French/English*

The TREND TASTING fashion seminars are presented by the Première Vision Fashion team.

- **11 am - Season Trend Tasting**  
What's indispensable for S/S 2020
- **12:30 pm - Colour & Fabrics Trend Tasting**  
An essential seminar to make your visit even more inspiring and productive, and to discover the colours and key fabrics for S/S 20.

### DENIM PV FASHION SEMINAR

*Hall 5, Fabrics. Room 501-502 – Free access. English*

- **2 pm:** An exclusive moment to fully decode S/S 2020 denim trends through the analysis of the Denim PV Fashion Team.

## CONFERENCES

### CTC CONFERENCES

*Hall 3, Aisle G, Leather – Workshops & Conferences area – Free access. French/English*

Presented by Valérie Ladavière, Doctor in chemistry, in charge of chemical technical support at the CTC

- **12 pm - Responsibility regarding leathers placed on the market**  
The REACH regulation requires manufacturers, producers and importers to provide proof of the safety of their leather goods regarding health and the environment. These provisions are based on the precautionary principle. This conference-workshop specifically presents possible solutions as to how to make the necessary arrangements and respect this commitment.

### PREMIÈRE VISION MARKETPLACE

*Hall 6, Wearable Lab – Free access. French/English*

By Gaël Seguillon, Director of the Marketplace

- **2 pm - How to source online using the Première Vision Marketplace?**

### MAISON D'EXCEPTIONS CONFERENCE

*Hall 3, Aisle G, Leather – Workshops & Conferences area*

- **2:00 pm - Villa Kujoyama expert dialogue – feedback on Japan residencies**  
By Charlotte Fouchet-Ishii, director of the Villa Kujoyama, and Sumiko Oe-Gottini, an expert consultant to Villa Kujoyama.  
This roundtable will bring together 6 artists who will present their work and discuss their residencies.

## SPECIAL SHOW EVENTS

### THE DESIGNS PLAYGROUND

*Hall 5, Designs*

- **10 am - 12:00 pm and 1pm - 5 pm:**  
A place to meet, discuss and discover the exhibitors' very latest creations, along with trend directions for S/S 20 displayed in a special 'street and sport' setting. Don't miss the Skate Riders demos, Pom-Pom Girls shows and Yoga classes. Have fun and get inspired!

## CONFERENCES

### LEATHER ROUND TABLES

*Leather, Hall 3, Aisle G- Workshops & Conferences area*  
*Free access. French/English*

Presented by Nathalie Elharrar, consultant and footwear designer

- **12 pm - Round table: Eco-futurist fashion, thinking about tools for tomorrow**  
Discover new materials, technologies and methods to design, produce and recycle the accessories of tomorrow.

### WEARABLE LAB

*Hall 6, Wearable Lab - Free access. English*

- **10 am - Keynote, "High-tech materials and uses to consider"**  
High-tech markets are a source of inspiration for textiles and fashion, leading to questions regarding both the materials themselves and the use of the data collected.  
By Stéphan Verin, Up-Tex
- **2 pm - Wearable Lab: "Incredible materials!"**  
Judith Goyaud-Schiltz presents her incredible material library which is full of treasures and secrets for all creative people in search of innovations and surprises.  
By Judith Goyaud-Schiltz, MatériO

## THURSDAY 14 FEBRUARY

## FASHION SEMINARS

### LEATHER FASHION BREAKFAST

*Hall 3, Leather - Workshops & Conferences area*  
*Free access. French/English*

- **10:30 am** - The trend concepts for S/S 2020, as well as the season's key colours, products and materials for the leather and fur markets, presented by Première Vision Fashion team.

### TREND TASTING SEMINARS

*Hall 5, Fabrics - Room 501-502 - French/English*

The TREND TASTING fashion seminars are presented by the Première Vision Fashion team.

- **11 am - Season Trend Tasting**  
What's indispensable for S/S 2020
- **12:30 pm - Colour & Fabrics Trend Tasting**  
An essential seminar to make your visit even more inspiring and productive, and to discover the colours and key fabrics for S/S 20.

## SPECIAL SHOW EVENTS

### THE DESIGNS PLAYGROUND

*Hall 5, Designs*

- **10 am - 3 pm:**  
A place to meet, discuss and discover the exhibitors' very latest creations, along with trend directions for S/S 20 displayed in a special 'street and sport' setting. Don't miss the Skate Riders demos, Pom-Pom Girls shows and Yoga classes. Have fun and get inspired!

## CONTACTS

### PREMIÈRE VISION

#### PRESS DEPARTMENT

**Igor Robinet-Slansky**

T. +33(0)1 70 38 70 30

M. +33(0)6 42 06 31 02

[i.robinet@premierevision.com](mailto:i.robinet@premierevision.com)

#### DIRECTOR OF COMMUNICATION

**Claudie Le Souder**

[c.lesouder@premierevision.com](mailto:c.lesouder@premierevision.com)

### PRESS AGENCIES

#### 2E BUREAU

**+33(0)1 42 33 93 18**

**Marie-Laure Girardon**

+33(0)6 82 40 73 27

[m.girardon@2e-bureau.com](mailto:m.girardon@2e-bureau.com)

**Sylvie Grumbach**

[sylvie@2e-bureau.com](mailto:sylvie@2e-bureau.com)

#### MONET + ASSOCIÉS

**+33(0)4 78 37 34 64**

**Véronique Bourgeois**

+33 (0)6 64 22 55 56

[vb@monet-rp.com](mailto:vb@monet-rp.com)

**Julie Adam**

+33 (0)7 86 82 60 61

[julie@monet-rp.com](mailto:julie@monet-rp.com)

**Mélanie Da Rui**

+33 (0)6 58 98 85 75

[mr@monet-rp.com](mailto:mr@monet-rp.com)

**Laura Ducros**

[laura@monet-rp.com](mailto:laura@monet-rp.com)