

PRESS RELEASE | 22 January 2019

PREMIÈRE VISION LAUNCHES THE PREMIÈRE VISION SPORT SHOW IN PORTLAND AND PARTNERS WITH AMERICAN EVENTS' THE MATERIALS SHOW TO BROADEN ITS SPORTSWEAR OFFERINGS

International leader in professional creative fashion trade shows, Première Vision observes and anticipates the needs of the global fashion market to react to its changes.

One of the major strategic development goals for Première Vision today, sportswear has never influenced the world of fashion as much as in recent years. In order to support brands looking for innovations for the development of high-performance fashion pieces,, Première Vision launched the SPORT & TECH sector at its Première Vision Paris show last September: a selective and creative offering of high-performance and technical materials for fashion.

Today, Première Vision takes a new step by creating the PREMIÈRE VISION SPORT show in the United States. Organized simultaneously and in partnership with the leader of sports footwear material & component sourcing, American Events' THE MATERIALS SHOW, this new event will present its first edition on August 14th and 15th, 2019 in Portland, the «Sportswear Silicon Valley».

TWO SHOWS SIDE BY SIDE

Created more than 25 years ago by American Events Inc., the biannual fair THE MATERIALS SHOW specializes in footwear for high-performance sports with a selection of dedicated materials - components, fabrics, leathers - offered by more than 300 exhibitors.

Alongside THE MATERIALS SHOW, PREMIÈRE VISION SPORT will bring its exclusive fashion expertise - seminars, color range - and will introduce a specialized offer

for performance and active sports clothing: fabrics, components and designs presented by a selection of exhibitors from Première Vision's Parisian and international trade shows.

Established in the United States in 2000 with its Première Vision New York show and an offer of materials and services - fabrics, designs, leather, accessories, manufacturing - for the creative fashion markets, Première Vision strengthens and develops its presence on US territory with a show dedicated to the markets of sport and athleisure.

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SPORTSWEAR: A GROWING MARKET

The global sportswear market has seen continued growth between 2011 and 2016 to reach \$ 280 bn in 2016 (Source Euromonitor International). American brands dominate the worldwide sportswear market, with the United States representing 37% of global sales, or \$ 103 billion in 2016, with the following break-down: 70 billion for sportswear (+4.4%) and 32 billion for shoes (+8.8%).

ABOUT THE MATERIALS SHOW

Each year, American Events organizes 4 editions of THE MATERIALS SHOW dedicated to the footwear and sportswear markets, where representatives from brands such as Nike, Adidas, New Balance, and Timberland walk the show floor to discover what's leading the market in technology and style:

- 2 editions (August & March) of the **NE Materials Show in Wilmington, Main, on the East Coast**, presenting 200 exhibitors and welcoming 800 visitors.
- 2 editions (August & February) of the **NW Materials Show in Portland, Oregon, on the West Coast**, which gathers together 300 exhibitors and 1,500 attendees.

Find out more at : www.americanevents.com

PORTLAND, WORLD CAPITAL OF SPORTSWEAR AND FOOTWEAR

Portland is the birth place and nerve center of a community of clothing and sportswear brands unrivaled in the United States.

The headquarters of all the major international American sports brands are located there: *Nike, Under Armour, Columbia Sportswear, Adidas North America, Avia, Poler Stuff...*

Portland is also ideally located less than two hours by plane from San Francisco (Headquarters of *Patagonia, The North Face...*) and Vancouver (birthplace of *Lululemon, Arcteryx, Canada Goose...*).

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THE MATERIALS SHOW & PREMIÈRE VISION SPORT
AUGUST 14 & 15, 2019
OREGON CONVENTION CENTER
PORTLAND, USA

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