

Press release | 20 June 2019

SMART CREATION AREA 1,200 m² dedicated to responsible creation at the Première Vision Paris show in September 2019

Spurred by a growing demand for eco-responsibility on the part of consumers, and motivated by a desire to contribute to a more ethical fashion industry, brands and designers are aware that they must evolve their practices to adapt to the sector's new challenges. As the leading international player in the creative fashion industry, the Première Vision group is committed to supporting this industry-wide transformation by make best practices more widely available.

To meet the growing demand for increasingly innovative responsible creation, the Smart Creation Area dedicated to this theme will now be located in a central position at the Première Vision Paris show. The 1,200m² space will bring together 50 exhibitors at the next show, taking place from 17 to 19 September at Paris Nord Villepinte.

I. PROMOTING FASHION'S NEW VALUES: A FIRM COMMITMENT ON THE PART OF PREMIÈRE VISION

Première Vision upholds the belief that creativity and sustainability are closely interlinked and should support and feed into each other. This is why the group has implemented actions to encourage exhibitors and visitors to share their best practices, consider the impacts of their activities on the environment and people, and collaborate to improve their operations:

- Since its creation in 2015, **the Smart Creation platform for study and information has promoted the responsible approaches of exhibitors, showcasing a new generation of values combining creativity, innovation and sustainability.** Its goal is to create new perspectives and new competitive advantages for the entire creative fashion industry, accompanied by opportunities for business development.
- The creation of **a physical space at Première Vision Paris, the Smart Creation Area** (formerly the Smart Square), specifically dedicated to this theme. This is an informative, educational, visionary and multimedia space where exhibitors, designers, buyers and fashion brands can experience and truly visualize the progress the industry is making in terms of responsibility.

As noted Chantal Malingrey, Marketing Director and Smart Creation Program Manager at Première Vision, *«Committing to responsible design and eco-design is an investment in the future, because consumers increasingly view it as a fundamental buying value. Brands must also understand, and this is the goal of Smart Creation, that a responsible product does not lose any creative value, in fact quite the opposite is true.»*

Première Vision partners with the Sustainable Leather Forum

Première Vision is partnering with the Sustainable Leather Forum, organized by the Conseil National du Cuir (CNC). It will be held on 16 September at La Maison de la FNTP in Paris, the day before the Première Vision Paris show opens. Its goal is to showcase best practices in the leather sector in the areas of Corporate Social Responsibility, from a social, environmental and economic perspective. This will be an opportunity to present the changes in consumer behaviour, as well as tools and solutions to implement. For more information : slf-paris.com

II. A BROADENED, TRANSVERSAL OFFER FOR SEPTEMBER 2019

A podcast about responsible fashion produced by Première Vision

In May 2019, Première Vision launched a series of podcasts exploring the potential of sustainable fashion. Twice a month, on Wednesdays, listeners can listen in to an interview with a particularly committed and creative exhibitor. A range of industries and industry figures are introduced. *This podcast in English is produced in collaboration with Adrien Garcia, host of the podcast «Entreprendre dans la mode». Click to discover the first episodes: [1](#) , [2](#) et [3](#).

a. A growing number of exhibitors

The Smart Creation Area gathers exhibitors from all the industry's activities (yarns, fabrics, leathers and accessories). Located in Hall 3, it will **bring together 50 exhibitors, an increase of nearly 80% over 2018**, including 30 new companies. They come from 16 countries, including Italy, Germany, France, Portugal, the US, Brazil, Hong Kong, Japan, Greece and Israel.

The 50 companies include different kinds exhibitors:

Companies implementing innovative processes

- **The ID Factory (Italy):** is developing a tracking process for the leather industry, with a QR code system to track skins across all their manufacturing processes, for complete traceability of the finished product;
- **Tekyn (France):** a French company whose software optimizes fabric cutting for garments. By reducing the amount of scrap, it enables improved inventory management and limits overproduction;
- **Greendyes (Spain):** exhibiting for the first time at the show, the company will unveil an innovative dyeing process using natural and mineral pigments (without any chemical industry by-products).

Companies creating innovative and sustainable materials

- **Agraloop (USA):** a new fibre similar to cotton, developed from waste from the agri-food industry ;
- **Cuir Marin de France (France):** leather made from salmon skins from fishing industry waste;
- **Label Organica, groupe Chargeurs (France):** high-end merino wool fibre with full product traceability and strong commitments to animal welfare

b. A complete itinerary reflecting the development cycle of eco-responsible products

Various universes allow visitors to get a complete overview of the very best on the market, to find the right partners and solutions to ensure the eco-design of their future collections..

- **Smart Services:** A selection of service companies proposing advice and solutions to exhibitors and visitors wishing to integrate greater responsibility into their organization, their manufacturing process or their collections.
- **Smart Materials:** Highlighting new (and sometimes unique) concepts, manufacturing processes and innovative and responsible materials: fabrics, leathers, accessories, yarns.
> **A 3D index will allow visitors to see at a glance who the exhibitors are in these two areas, and their specificities.**
- **Smart Library:** A selection of product samples from specific Première Vision Paris exhibitors, representing a range of industries. (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.
- New for 2019: The **«Up in the air» zone**, created in collaboration with Parley For the Oceans, presents the most innovative materials and processes destined to transform the fashion industry in 5 to 10 years' time.

c. Smart Talks at the September 2019 show

As a complement to these various spaces, **a series of Smart Talks** will provide an opportunity to share best practices. Professionals and experts from the world of fashion, innovation and sustainable development will gather to share their experiences, knowledge and culture, to inspire visitors and exhibitors and help them better understand the circular economy market in the fashion industry.

At Première Vision Paris, all conferences are now held in two distinct areas:

- The **« Fashion Talks Area »** where the fashion conferences will be held, in Hall 6,
- And the **« l'Innovation Talks Area »**, where the Smart Talks will be held, in Hall 3.

A glimpse at the programme for the coming edition of the show:

- A presentation of the results of **a study conducted as part of the IFM-Première Vision Chair** by Gildas Minvielle and Thomas Delattre from the Institut Français de la Mode. This will 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;
- Two conferences developed in collaboration with Vogue Business, presented by Maghan McDowell, Vogue Business Innovation Editor:
**Is Upcycling the future of fashion?*
**The future of the leather industry in light of the vegan trend;*
- **5 conferences organized and presented by Giusy Bettoni, Sustainability Consultant for Première Vision. Further details to come soon.**

The Première Vision group

Première Vision est le leader mondial des salons professionnels pour l'amont de la mode créative. Des quinze tisseurs lyonnais du début des années soixante-dix aux plus de 2 000 exposants de Première Vision Paris d'aujourd'hui, la stratégie du groupe Première Vision est restée identique : accompagner le développement de la filière mode internationale et les évolutions majeures du marché à travers ses services et 14 événements par an, auxquels s'ajoute aujourd'hui un outil digital unique : la marketplace Première Vision, gérée par sa filiale Première Vision Digital.

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