



CLOUD OF FASHION
PREMIÈREVISION
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SPORT, PERFORMANCE AND FASHION

The inseparable trio unveils its new strengths at Première Vision Paris in September 2019

The next edition of **Première Vision Paris**, taking place from **17 to 19 September 2019** at **Paris Nord Villepinte**, will present the new materials and creative stimuli for the autumn-winter 2020-21 season. This major event for all fashion industry players brings together, twice a year, the six principle activities in the upstream sector: yarns, fabrics, leathers, designs, accessories and clothing.

In the spotlight: the pinnacle of sportswear, its influence on collections and the development of accompanying technological innovations and technical materials. To address these issues, which now permeate all of fashion, **Première Vision's Sport & Tech sector** will be prominently featured at the next show. Located in the textile universe of **Première Vision Fabrics**, in **Hall 6**, it will bring together 80 exhibiting weavers - including 8 newcomers - to accompany brands and designers looking for inspiration. **Their new products will be unveiled in a dedicated space, the Sport & Tech forum, designed around a core theme of «A matter of protection» (protection and innovation).**

Sportswear gains ground, playing a major role in collections

The global sportswear market grew steadily between 2011 and 2016, reaching \$280 billion in 2016¹. It has entered into consumer habits and is synonymous with comfort and technical expertise, as well as style and creativity. And France is no exception: according to a recent study², French consumers wear sport clothes 1 day out of 5, and 25% of consumers see the latter as a «trend»..

This growing phenomenon has a significant influence on the industry and on those who design and produce clothing and accessories, whether fashion brands using technical materials for their ready-to-wear collections or sports brands developing lifestyle lines. It was to best support these brands that **Première Vision** developed an offer specially focused on this area within its flagship event: **Première Vision Paris**.

The launch of Première Vision Sport in the U.S.

Première Vision is making a strategic move, and launching a trade show dedicated to this theme in the United States: **Première Vision Sport**. It is being organized in collaboration with **American Events** and **The Materials Show**. The first edition will be held in **Portland**, the world capital of sportswear and footwear, on 14 and 15 August 2019. For more information, [click here](#).

Protection and insulation: technological contributions

Each edition, the Première Vision teams identify a strong theme based on their international research. **As sport wear collections grow increasingly popular, the added performance and technology in these product lines is becoming ever more critical. Consumers have been able to try out the innovative features integrated in their sport apparel for several years now, and expect the same functionality in their everyday clothing. «A matter of protection» has thus been selected as the season's theme for the Sport & Tech sector.** A fashion theme that will be particularly highlighted in the dedicated forum, which will present a broader offer of fabrics and high-performance materials from the show's weavers, knitters and finishers to meet the needs of industry professionals.

Marguerite Coiraton, Show Manager of Première Vision Fabrics and in charge of the Sport & Tech trail, added: *« The September 2019 edition is particularly interested in how clothes are used to protect against the elements, a theme which will certainly dominate the autumn-winter 20-21 collections. This concept encompasses, for example, insulation, with the development of thermo-active materials, fabrics and fibres equipped with nanotechnologies, and intelligent augmented protection ».*

In addition to the dedicated sector within Fabrics, Première Vision also offers a Sport & Tech itinerary - available on the show app - bringing together nearly 700 exhibitors specialised in sports and technical materials who can be found at the show. This complete panorama comprises spinners, weavers, knitters, tanners, accessory makers, textile designers and fashion manufacturers.

SPOTLIGHT ON: A preview of a selection of Sport & Tech exhibitors

- **Polartec:** an insulation solution used by outdoor sports enthusiasts for nearly twenty years, Polartec® fabrics come in a variety of textures and weights and are specifically designed to improve performance in a wide range of environments;
- **Pontetorto SportSystem:** founded in 1952, Pontetorto offers a wide range of products from polar fleeces to stretch fabrics, including multilayers, windproofs, waterproof membranes and breathable materials;
- **Schoeller textiles:** a Swiss company specialised in developing innovative textiles, especially warm and resistant fabrics. 'Cosmopolitan', its multifunctional collection, perfectly meets the growing demand for high-performance style, with fabrics where outstanding performance features do not preclude a natural feel and perfect comfort;
- **Swing by Gruppocinque:** an Italian fabric manufacturer using innovative technologies and finishings such as resins, membranes and high-performance treatments;
- **Mackent:** has an offer of highly original textiles with a focus on shock-absorbing spacer knits for lingerie/ ready-to-wear pieces;
- **Sportwear Argenton:** a Spanish brand specialising in fabric manufacturing, is presenting its '2.0 fabrics' with excellent breathability and high comfort. These are adaptable, lightweight, elastic, compressing with an innovative aesthetic.
- **Global Merino:** a maker of technical textiles using merino wool as a base product. It identifies the performance requirements of the item to be created and develops the fabric according to the end use;
- **Shepherd:** a vertically integrated producer of merino knits and apparel, including the world's finest 13.5-micron merino fabric.

New performance codes to better identify innovation

4 new Performance Codes will be introduced at Première Vision Paris in September 2019:

- **Downproof**, to indicate which fabrics will properly block feathers in quiltings;
- **Multilayer**, used very often for fabrics for the world of sports performance;
- **Washable**, for wash-resistant leathers;
- **Ultralight**, used exclusively for accessory components.

The Première Vision Performance Codes were created to highlight the specific properties or qualities of fabrics, yarns or components created by the exhibitors, whether these qualities are visible or not. These codes provide key information to players in Sport & Tech. To discover all the Performance Codes, [click here](#).

Un univers Sport & Tech varié et experientiel

A. A virtual reality experience so visitors can fully immerse themselves in the theme

To offer visitors a live experience, Première Vision has designed a digital animation about the theme of protection. Using virtual reality, it is designed to expose visitors to a variety of environments and external elements (cold, wind, etc.).

B. Dedicated fashion information

Protection doesn't preclude creativity and style, in fact quite the opposite is true. This season will be marked by fantasy, with materials combining strong colours, prints, motifs and shine. Visitors will thus find an exclusive and creative Sport & Tech forum, built around the following 4 themes: Tech Tailoring, Ski Touring, Soft Outdoor and Snow Fun. It will bring together samples, components and clothing prototypes.

C. A comprehensive and high-level conference program to help guide visitors in their choices

This edition, the conferences will be held in very central locations at the show. A space in Hall 3 will host the conferences focusing on innovation, and a space in Hall 6 will be reserved for conferences on fashion trends.

Here are some of the upcoming presentations dedicated to the world of Sport & Tech (Hall 6 conference space) taking place at Première Vision Paris September 2019:

- **A conference by Pascal Monfort**, founder of the REC trendsmarketing consulting firm, on the theme «*The sport & fashion couple: more than ever inseparable!*»;
- **The presentation of a study on sport and fashion** conducted in the French market by Union Sport & Cycle, which assessed the expectations of 12,500 consumers;
- **Conferences decoding the fashion trends:** «*Performance, the challenge in fashion*» and «*Fashion & Sports major influences and innovations for AW 2021*» including exhibitors' pitches to present their latest innovations.

About Première Vision

Première Vision is the global leader in upstream creative-fashion trade shows. From 15 Lyons weavers in the early 1970s to the more than 2,000 exhibitors at Première Vision Paris today, the Première Vision group's strategy has remained the same: to support the development of the international fashion industry and major market evolutions through its services and 14 events per year, to which has now been added a unique online tool: the Première Vision Marketplace, managed by the company's subsidiary, Première Vision Digital.

Contacts

PREMIÈRE VISION

Igor Robinet -Slansky

Press Manager

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

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

i.robinet@premierevision.com

Claudie Le souder

Director of Communications

c.lesouder@premierevision.com

MONET+ASSOCIÉS

+33(0)1 45 63 12 43

Mélanie Da Rui

mr@monet-rp.com

M. +33 (0)6 58 98 85 75

Laura Ducros

laura@monet-rp.com

M. +33 (0)6 29 86 13 75

2e BUREAU

+33(0)1 42 33 93 18

Marie-Laure Girardon

+33(0)6 82 40 73 27

m.girardon@2e-bureau.com

Sylvie Grumbach

sylvie.grumbach@2e-bureau.com



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A fast-evolving leather sector launches new creative and eco-responsible collections at Première Vision Paris

Paris, May 27, 2019 - For 3 days, twice a year, the 6 major activity sectors supplying materials and services to the fashion industry (yarns, fabrics, leathers, designs, accessories and fashion manufacturing) meet with international creative brands at Première Vision Paris to begin work on their collections.

The next edition will run from 17 to 19 September 2019 at Paris Nord Villepinte, and will introduce the new materials for the autumn-winter 2020-21 season.

It's a session destined to put a special focus on the leather industry and its unique dynamism, with over 300 hand-selected exhibitors. These leather professionals will be gathered in their own dedicated universe: Première Vision Leather (Hall 3). Additionally, their eco-responsible innovations will be front and center in an area dedicated to CSR: the Smart Area, where they will be joined by other players specialised in creating and producing sustainable materials.

Première Vision Leather, the ideal place to meet the most creative and advanced companies in the industry.

Tanners, shredders, manufacturers of materials - textiles, microfibre, stretch, natural fibres, vinyl, lurex etc. - for leather goods and shoes, of technical solutions or chemical products, certification bodies... on average, the show averages **over 300 exhibitors** from 27 countries each session.

All Première Vision Leather exhibitors must meet strict criteria regarding their quality, creativity, technology, performance and reputation as evaluated by a Selection Committee. **This requirement guarantees the high quality of the offer exhibited to visitors**, for the leather goods, footwear and apparel markets. The goal of Première Vision Paris is to select the best of the market and to provide turnkey solutions catering to all the needs of global buyers - fashion and design professionals, creatives, designers, and more.

Smart Creation: eco-conception, a core concern of the leather industry

Première Vision Paris' leather offer is evolving, as is the leather industry itself, which has been facing head-on the issues related to eco-responsibility, and has clearly identified the various challenges before it:

- **Rethinking tanning processes** (the treating of skins) to reduce pollution while conserving the specific characteristics of leather (strength, suppleness, etc.);
- **Improve the traceability of skins and components;**
- **Taking care of the animal welfare:** the conditions under which an animal is raised and methods used by slaughterhouses;
- **Helping sustainable production processes** (local sourcing, water reuse, waste treatment and reuse, etc.).

Many parties are working on these issues and developing solutions to meet these challenges. **All the latest innovations in this area will be showcased in the Smart Area**, so manufacturers and designers can discover new materials and inspiration, to best address both consumer expectations and the environmental emergency.

Première Vision partners with the Sustainable Leather Forum

Première Vision has partnered with the very first Sustainable Leather Forum, organized by the Conseil National du Cuir (CNC). It will be held next 16 September at the FNTF house in Paris, the day before the Première Vision Paris show opens. Its purpose is to showcase best practices in the leather industry in the area of Corporate Social Responsibility from a social, environmental and economic perspective. The event will provide an opportunity to present changes in consumer behaviour, as well as tools and solutions to put into practice. Testimonies and round tables led by companies and organizations that have already worked on this subject will be offered. Chantal Malingrey, Director of Marketing and Development and Smart Creation Program Manager at Première Vision will speak at a roundtable discussion at the Forum. Yves Morin, President of the Organizing Committee of the Sustainable Leather Forum, will speak at a conference held at the Smart Square at Première Vision Paris in September.

www.slf-paris.com

Additional key points and leather news for the September 2019 edition

Spaces and services to meet visitors' needs:

- **The introduction of new personalised services:** fashion speed dating, to meet all the key players on a given subject in a limited time, and guided tours of various themes (sustainable development, leather goods, shoes, etc.).
- **Conferences/workshops by Nathalie Elharrar**, a designer specialised in footwear and leather goods, focusing on the eco-design of a leather bag or the processes used by tanners, their specific skills and restrictions, in order to understand how to buy leather today.
- **The *Première Vision Manufacturing Leather space*, with about 40 exhibitors** so visitors can meet manufacturing professionals (leather clothing specialists and manufacturers of technical components);
- **A 60m² space designed in collaboration with Les Compagnons du Devoir** for visitors to gain an understanding of the technical know-hows involved in the construction of bags, shoes and leather clothing.

Inspiring fashion information for leather collections:

- **The LEATHER SELECTION fashion forum**, including a decoding the autumn-winter 2020-21 trends, a presentation of the colour range and a display of the most inspiring new materials;
- **Fashion and trend conferences** organised by the Première Vision fashion team.

And in preview, a quick overview of the range of exhibitors who will be at the show:

- **Tanneries working on vegetable tanning** such as Arnal (FR), Fortier Beaulieu (FR), Tempesti (IT) or the Miret Group (ES);
- **Chemical companies developing innovative products** such as the Italian firms Accoppiature Pisane, Chimont International Spa, Kemas or Kemia Tau;
- **Companies pioneering new materials** such as Sciarada (IT), which has developed a material that consumes less water and CO₂; La Patrie (FR), which produces traceable and chrome-free exotic leather; and Cuirs Marins (FR), which recuperates fish skins from the agro-alimentary industries and uses them to make new products;
- **Companies with unique and responsible production methods** such as Gruppo Dani (IT) which reinvests its CO₂ consumption in reforestation projects or Raynaud Jeune (FR) which has set up a wastewater treatment plant that allows it to reuse all the water it consumes in its own production;
- **Certification bodies** such as the historic LWG Leather Working Group or the Brazilian CSBR label launched in 2018

Leather players go online on the Première Vision Marketplace

Launched in September 2018, the Première Vision Marketplace enables show exhibitors and visitors to prolong their interactions online, including sampling and purchasing. Ultimately, its objective is to reference 1,500 companies and 70,000 products. Open to leather players since February 2019, the Marketplace already features 400 active tanners and weavers, all exhibitors, with more than 4,000 references online.

Gilles Lasbordes, Managing Director of Première Vision, sums up: *«The Première Vision leather offer is a reflection of the industry itself: multifaceted, creative, innovative and dynamic. We are proud to present the best in the industry so our visitors can find all the partners they need to create their collections in one place.»*

ABOUT SMART CREATION

Smart Creation is a platform that Première Vision launched in September 2015 to promote the responsible approaches of the exhibitors at its shows, as well as alternative ones, and to promote a new generation of values combining creativity, innovation and sustainability. It is structured around 5 main hubs (Services, Materials, Library, Wardrobe and Talks), all brought together in the Smart Area: a unique place to discuss and find information where exhibitors, designers, buyers and fashion brands can experience and tangibly visualise responsibility values and progress within the fashion industry.

NEW! Première Vision launched its SMART CREATION podcast in May. An invitation to explore the potential of sustainable fashion with interviews of experts and professionals.

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Contacts

PREMIÈRE VISION

Igor Robinet -Slansky

Press Manager

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

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

i.robinet@premierevision.com

Claudie Le souder

Director of Communications

c.lesouder@premierevision.com

MONET+ASSOCIÉS

+33(0)1 45 63 12 43

Mélanie Da Rui

mr@monet-rp.com

M. +33 (0)6 58 98 85 75

Laura Ducros

laura@monet-rp.com

M. +33 (0)6 29 86 13 75

2e BUREAU

+33(0)1 42 33 93 18

Marie-Laure Girardon

+33(0)6 82 40 73 27

m.girardon@2e-bureau.com

Sylvie Grumbach

sylvie.grumbach@2e-bureau.com