

PREMIERE VISION ANNOUNCES A NEW CALENDAR FOR PREMIÈRE VISION PARIS STARTING IN 2021

Paris, February 6 2020 - **Première Vision, a leading player in the global creative fashion industry, will be changing the calendar of its flagship event, Première Vision Paris, starting in 2021. The change is designed to meet the requirements of a market in which collection creation and delivery timings have by and large multiplied.**

The show will now be welcoming its visitors - buyers, designers, production heads, fashion and accessory brand managers - **and its exhibitors** - spinners, weavers, tanners, textile designers, accessory and component manufacturers, and fashion manufacturers - **at the end of January/early February for the spring-summer collections, and in the first two weeks of July for the autumn-winter collections.**

Première Vision Group decided to advance its traditional dates (mid-February for spring-summer and mid-September for autumn-winter) to **meet its audiences' new needs regarding material selections and inspiration.** These were brought to light in a **European-wide survey of 1,765 industry professionals conducted at its request in late 2019 by the IFM - Institut Français de la Mode.**

Some **72%** of the brands surveyed favoured advancing the trade show to the end of January/early February, and **69%** favoured an event held at the beginning of July.

This strategic decision to advance the dates was further encouraged by a **wide-ranging survey of Première Vision's exhibiting partners, 66%** of whom are in favour of bringing the show forward to the end of January/early February, and **70%** in favour of the show taking place in July.

In 2021, Première Vision Paris will therefore be held from 2 to 4 February for the Spring-Summer 22/23 collections and from 6 to 8 July for the Autumn-Winter 22/23 collections. In 2020, the dates of the shows remain unchanged : from 11 to 13 in February for Spring-Summer and from 15 to 17 Septembre for Autumn-Winter.

As a result of these changes, the **Blossom Première Vision** show, launched in 2016 and dedicated to the pre-collections of luxury and high-end brands, will take the form of a new show scheduled for the second week of September 2021. This will be a new event whose concept will be further elaborated in the coming months.



ABOUT THE PREMIÈRE VISION GROUP

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 12 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.

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