



# Première Vision Paris : 44 414 international visitors for a distinctly particular february edition

The world's leading trade show for the upstream creative fashion industry succeeded in mobilising industry professionals from 124 countries around more than 1,700 exhibitors for a distinctly particular edition due to the coronavirus-related health crisis. With nearly 45,000 visitors, Première Vision welcomed more than 80% of its usual audience to Paris this past 11-13 February to imagine, design and produce the spring-summer 2021 collections.

This quite particular edition, dedicated to materials for the spring-summer 2021 season, presented a selective and creative offer from 1,710 international exhibitors in yarns and fibres, fabrics, leathers, surface designs, accessories and fashion manufacturing - with 48 countries represented. This was a solid showing, despite the loss of 45 Chinese companies initially registered that were neither able to attend the show nor be represented by their European teams.

In this disrupted environment, Première Vision Paris fulfilled its role as catalyst for the global creative fashion industry by welcoming more than 80% of its customary visitors.

In all, 44,414 visitors and international buyers came to meet their creative and industrial partners. Attendees voiced their approval for an event rich in inspirations, experiences and expert and strategic talks on the sector's key issues, including eco-responsibility, technologies, societal changes, unique know-hows and more.

## An edition driven by eco-responsibility and a top-notch program

The February 2020 edition of Première Vision Paris put the spotlight on responsible creation, engaging visitors with a Smart Creation area that welcomed 58 exhibitors presenting their latest eco-responsible innovations and fashion tech, in addition to hosting a full range of conferences in the Innovation Talks Area to explore the fashion of tomorrow, all of which were particularly well attended.

The fashion information prepared by the Première Vision fashion team for spring-summer 2021 was also highly acclaimed, with forums and seminars filled to capacity, notably that dedicated to the dynamic Sport & Tech sector.

The experience offered to visitors at the show was also impressive, with the «Mutations» exhibition exploring the link between technology and nature, the private evening organised at the Musée des Arts Décoratifs for the «Marche et démarche» exhibit, and an exhibition dedicated to lace at Maison d'Exceptions.

# Upcoming Première Vision events

## **Made in France Première Vision**

1 & 2 April 2020  
Carreau du Temple, Paris

## **Première Vision New York Designs**

1 & 2 April 2020  
The Prince George Ballroom  
15 E 27th St, New York

## **Denim Première Vision**

10 & 11 June 2020  
Superstudio Più, Milan

## **Blossom Première Vision**

1 & 2 July 2020  
Carreau du Temple, Paris

## **Première Vision New York**

21 & 22 July 2020  
Center 415

## **Première Vision Sport**

29 & 30 July 2020  
The Oregon Convention center, Portland

## **Première Vision Paris**

15, 16 & 17 September 2020  
Villepinte

## **Denim Première Vision**

24 & 25 November 2020  
Arena Berlin, Allemagne

## **NEW!**

## **Un side-by-side show avec Fashion Source**

25, 26 & 27 November 2020  
Shenzhen, Chine

## **Blossom Première Vision**

9 & 10 December 2020  
Carreau du Temple, Paris

## **NEW DATES !**

## **Première Vision Paris**

2, 3 & 4 February 2021  
6, 7 & 8 July 2021  
Villepinte

## **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 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.

# PRESS CONTACTS

## PREMIÈRE VISION

### **Igor Robinet-Slansky**

Presse Manager

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

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

i.robinet@premierevision.com

### **Claudie Le Souder**

Direct Communications

M. +33 (0)6 85 80 67 33

c.lesouder@premierevision.com

## MONET + ASSOCIÉS

+33(0)4 78 37 34 64

### **Mélanie Da Rui**

+33 (0)6 58 98 85 75

mr@monet-rp.com

### **Laura Ducros**

+33 (0)6 29 86 13 75

laura@monet-rp.com

## 2<sup>e</sup> BUREAU

+33(0)1 42 33 93 18

### **Sylvie Grumbach**

sylvie.grumbach@2e-bureau.com

### **Marie-Laure Girardon**

+33(0)6 82 40 73 27

m.girardon@2e-bureau.com

[www.premierevision.com](http://www.premierevision.com)

