



PRESS EVENTS AT THE FEBRUARY 2020 SHOW!

FEB.
11 – 13
9 AM / 6:30 PM

STOP BY AND MEET US AT THE PRESS CLUB OF PREMIÈRE VISION PARIS (MEZZANINE OF HALL 6). OUR TEAM WILL BE PLEASED TO WELCOME AND GUIDE YOU.

REMINDER: THE PRESS RELEASE CONTAINING SHOW RESULTS WILL BE SENT OUT ON WEDNESDAY, FEBRUARY, 19TH.

Everyday

Exhibitions and special show events

“Mutations” Exhibition by Première Vision x Le Coup d’Avance

Hall 3, Smart Creation area

The exhibit explores our ability to transform reality in order to create a new and hybrid relationship with our surroundings. Thanks to the use of new technologies, textiles become a field of exploration and poetry. The show presents two artist duos, Scenocosme and María Castellanos & Alberto Valverde.

Spotlight on shoes

Hall 3, Entrance

Première Vision is one of the main sponsors of the “Marche et Démarche, a history of the shoe” exhibit at the Musée des Arts Décoratifs in Paris (7 Nov. 2019 - 23 Feb. 2020). At the show, Première Vision Paris provides special insights into this exhibition, exploring footwear from every angle through pictures and movies.

The iTechStyle Green Circle exhibition, an initiative from CITEVE

Hall 3, Leather, Stand 3A71-3B72

This exhibition is designed to raise the awareness of textile professionals regarding the adoption of sustainable practices. This sustainability showcase is also a platform to promote Portuguese performance in this field.

NEW! TWO SPECIFIC CONFERENCE SPACES:

The Fashion Talks Area (Hall 6) for fashion
and trends conferences
The Innovation Talks Area (Hall 3) for conferences
about the current industry challenges.

PRESS CONFERENCE

Tuesday, February, 11th

11 am - Innovation Talks Area, Hall 3

Presented by **Gilles Lasbordes**,
General Manager of Première Vision.

Keys to organising your visit
and staying informed about all the news at the show.

Berkem x PV Accessories

Hall 4, Accessories, Stand 4H23 4I24

Explore Berkem, the Italian specialists of plated and galvanised products for jewellery at Première Vision Accessories, and discover an interactive demonstration of their latest developments and techniques. Choose a charm and Berkem will plate it there and then!

Crazy Designs Market

Hall 5, Designs

Let yourself be inspired by the latest trends in creative textiles and surface designs in our “Crazy Designs Market”. Origami Workshops (10 am-5 pm), demos and photobooth installation. Have fun and get inspired!

4 fashion spaces to experience the season

Hall 5, PV Perspectives Forum

Four moving, inspiring and exciting spaces to immerse visitors in the four major directions of the spring-summer 21 fashion season. Whether viewing from a bemused or amused point of view, or as a committed player, all visitors will achieve a full grasp of the season through their own experiences.

comON Creativity Sharing exhibition: ETIC

Hall 5

comON joins forces with the Italian artist MIMMO TOTARO for MINIARTEXTIL at Première Vision Paris. The artwork Diaframma delicately unveils the outfits presented during the 12th edition of comON, conceived in 2008 by Confindustria Como to enhance young talents of design. This year, students from the most prestigious Italian high schools and universities focused on traceability and transparency of the supply chain, reflecting on the importance of providing clear and exhaustive information about the origin and birth of a product (ETIC - European Textile Identity Card).

Next Level: the future of Leavers lace exhibition

Hall 6, Maison d'Exceptions, Entrance

This exhibition showcases lace from Calais-Caudry® and unveils a programme of brand-new collaborations between 14 French manufacturers of Leavers lace and workshops specialising in embellishment, feather craft, knitting and weaving, selected to take part in the ninth edition of Maison d'Exceptions.

Première Vision Trend Tasting Seminars

Fashion Talks Area, Hall 6

Book your seat at sales points. French/ English. 45 minutes

- **Everyday 10:30 am - 11:15 am**
Leather & Colours Trend Tasting
An essential 45-minute fashion seminar dedicated to leather and colour, to help you make the most pertinent choices when preparing your S/S 21 collections.
By *Carine Montarras*, Première Vision Fashion team.
- **Everyday 11:45 am - 12:30 pm**
Season Trend Tasting
A complete seminar to help you make the right choices in elaborating your collections. By *Elsa May*, Première Vision Fashion team.
- **Everyday 1:00 pm - 1:45 pm**
Fabrics & Colours Trend Tasting
The season's main transversal trends, a decoding of the colour range and the season's colour atmospheres and season's highlights illustrated by the most representative fabrics and patterns to make your visit as effective as possible.
By *Lucie Jeannot*, Première Vision Fashion team.

Tuesday conferences program

Fashion Talks Area, Hall 6

Free access. English

- **2:00 pm - 2:30 pm**
Sport Fashion Seminar
An analysis and breakdown of S/S 21 referencing the offer from the Première Vision Sport & Tech exhibitors.
By *Ariane Bigot*, Première Vision Fashion Team.

- **4:00 pm - 5:00 pm**
Voices of generations, a trend report by L'ADN
Cultural trends and insights from the 'Millennial burnout' to the come-back of astrology, 'OK Boomer' and eco-anxiety.
By *Nastasia Hadjadji*, journalist & speaker at L'ADN.

- **5:00 pm - 6:00 pm**
The best is yet to come: Societal decoding
The current changes in the industry have to be considered as opportunities for the players. The main challenge is not to sell more but to sell better. It is a whole new world to build.
By *Serge Carreira*, Fashion and Luxury specialist and lecturer at Sciences Po in Paris.

Innovation Talks Area, Hall 3

Free access. English

- **10:00 am - 11:00 am**
Making an impact through responsible Leather
Learn about innovative approaches to address deforestation and animal welfare at the farm level.
By *Nicole Lambert*, Fiber and material specialist / Textile Exchange.
- **12:00 pm - 1:00 pm**
A History of the heel and high platform shoes
From the heel's functional origin on Persian men's shoes to the stiletto heel in the 1950s and its evolution to the present day.
By *Denis Bruna*, Chief Curator Fashion and Textile Department Pre-1800 Collections, Musée des Arts Décoratifs.
- **1:00 pm - 2:00 pm**
The Invisible Tide: The truth behind textile microfibre pollution
Find out more about how this could impact on you, your business and perhaps more importantly, our planet.
By *John Mowbray*, Founder & Editor Ecotextile News.
- **2:00 pm - 3:00 pm**
Do we even need (real) clothes?
The promise of digital design to decrease waste and provide 'fast fashion' that wins on both social media and social responsibility.
Moderated by *Maghan McDowell*, Innovation editor, Vogue Business.
With *Kerry Murphy*, The Fabricant Morten Grubak, Virtue - *Lisa Bridgett*, Chief Marketing and Commercial Officer, Drest.
- **3:00 pm - 4:00 pm**
Fashion has proven it is impactful. This shouldn't stop at the end of the Catwalk.
A fashion-conscientious mentality forces us not only to think about the end of life of our clothes, but also the process with which they were made, ensuring that chemicals that have been used are safe, providing a value to society.
By *Kutay Saritosun*, Director Fashion Brands, Bluesign Technologies AG.
- **4:00 pm - 5:00 pm**
Sustainable, high-performance and plentiful: have you (really) met wool?
In between excess and underutilization, how do brands proceed and what standards should consumers refer to?
Moderated by *Victoire Satto*, The Good Goods.
With *Pascal Gautrand*, Founder of Made in Town - *Sophie Duflos*, Head of product dpt, Fusalp - *Marie-Emmanuelle Demoures*, Director of Collections, Balzac Paris - *The Woolmark Company*.

- **5:00 pm - 6:00 pm**
Retail: a new creative material
Discover the most incredible experiences spotted around the world by Influencia and Urban Sublime.
By Laetitia Faure, Founder Urban Sublime.
- **7:30 - 10:00 pm**
PRIVATE PARTY
Première Vision invites you to discover the “Marche et Démarche, a history of the shoe” exhibit at a private soirée organized at the Musée des Arts Décoratifs de Paris.
Please note that space is limited, and we kindly request you RSVP to marcheetdemarche@premierevision.com or directly at the press club.
- **1:00 pm - 2:00 pm**
Lenzing Press Conference
Hall 5, Meeting center 5, 1st floor, room 510 - English
“TENCEL™ Modal Fibers with Eco Pure Technology – Lenzing’s contribution to more sustainable fiber alternatives”
By Florian Heubrandner, Vice President, Global Business Management Textiles - Claudia Mommer, Product Manager, Global Business Management Textiles

Peclers Conferences

Hall 5, room 504, meeting center. French/ English

- **11 am - Women’s Fashion in French SS21**
- Speaker: *Justine Hamelin*
- **12 pm - Women’s Fashion in English SS21**
- Speakers: *Justine Hamelin & Quito Quinn*
- **2 pm - Inspirations – Envisioning Future(s) in English FW21/22**
- Presentation of our new trend book
- Highlighting the agency’s forward-looking expertise
- Speakers: *Aude Legre & Pauline Chardin*
- **3 pm – “Beyond Next Season” in English**
- Yvonne Debruyne’s conference on the Sustainable
- Teaser
- Speakers: *Yvonne Debruyne & Dominique Mettraux*

Wednesday conferences program

Conferences- Fashion Talks Area, Hall 6

Free access. English

- **2:00 pm - 2:30 pm**
Denim Fashion Seminar
Explore the latest denim innovations and jeans’ accessories for S/S 21.
By Manon Mangin Première Vision Fashion Team.
- **3:00 pm - 4:00 pm**
Designs Round Table: Geometric patterns, what’s next?
How does this pattern that inspires the greatest brands adapt to the latest trends?
Moderated by Gill Gledhill, Head of Première Vision’s UK and Republic of Ireland office and Republic of Ireland.
With Manon Mangin, Première Vision Fashion Team - Alexandre Gijon, Studio Estampa - Nino de Lorenzo, Textile consultant (Missoni Uomo...).

- **4:00 pm - 5:00 pm**
Wool. The Natural Choice
Join The *Woolmark Company* as we reveal why Merino wool is the ultimate ingredient in responsible luxury fashion.
- **5:00 pm - 6:00 pm**
How is eco-responsible fashion reshaping sourcing strategies?
A round-up of the new mapping of European apparel sourcing, with the latest findings from an IFM survey of 100 retailers.
By Gildas Minvielle, Director of the Première Vision - Institut Français de la mode Chair, Director of the IFM Economic Observatory - Mohammed Boubouh, President of AMITH.

Conferences- Innovation Talks Area, Hall 3

Free access. English

- **10:00 am - 11:00 am**
Leather Bashing: getting the truth about leather
Leather is a noble, responsible and ethical material. In 2020, who still doubts it?
Moderated by Yves Morin, President of the Organising Committee of SLF Paris
With Christophe Dehard, President of SGCP, French Hides Association - Thierry Poncet, Manager of the Leather and Sustainable Development departments, CTC - Frank Boehly, President of CNC, French Leather Council - Jérôme Verdier, Owner of Alran SAS, President of the French Tanners Federation.
- **11:00 am - 12:00 pm**
The illusory quest for “eco-materials”
It’s crucial to take a critical approach to the eco solutions proposed, to learn from the efficient and enduring solutions found in the evolution of life itself.
By Quentin Hirsinger, Chairman of matériO’ SAS.
- **12:00 pm - 1:00 pm**
In conversation with Google Jacquard
Pascal Morand, Executive President of the Fédération de la Haute Couture et de la Mode in conversation with Camille Bénech from Google Jacquard Europe on fabric innovation and how designers could integrate these new materials in the design process.
- **1:00 pm - 2:00 pm**
Is the next generation of sustainable fashion in the hands of radical game changers?
This panel will host some of the most out-of-the-box innovators in the fashion and textile business.
Moderated by Giusi Bettoni, founder and CEO of the CLASS Ecohub platform for sustainable fashion.
With Kenji Higashi, Head of Business Development & Sustainability, Spiber Inc. - Andras Forgacs, founder and CEO of Modern Meadow - Femke Zijlstra, Business Development DyeCoo.
- **2:00 pm - 3:00 pm**
Preparing Products for the Circular Economy
In partnership with Vogue Business. We will hear from startups and fashion companies about the work they are doing to prepare a garment for sustainability from the moment it’s born.
Moderated by Maghan McDowell, Innovation editor, Vogue Business.
With Natasha Franck, EON - Maruschka Loubser, Microsoft - Cameron Worth, SharpEnd.

- 3:00 pm - 4:00 pm**
Reducing Audit Fatigue through SLCP
 An introduction to the Social & Labor Convergence Program, including an explanation of how the SLCP assessment and verification process works, an update on roll-out to date and details of the 2020 roll-out schedule.
 By *Holly Menezes*, Senior Communications & Stakeholder Engagement Manager in the SLCP Secretariat.
- 4:00 pm - 5:00 pm**
Linen: ancestral fibre of the future
 How about deconstructing preconceptions and building a sustainable fashion future on a strong fibre?
 Moderated by *Victoire Satto*, The Good Goods.
 With *Stefano Albini*, President, Albini Group - *Geoffrey Bruyère*, Founder CEO, BonneGueule - *Marie Demaegd*, Textile and Sustainability Director, CELC - *Dorothee Gouze*, Directrice de collection, Icicle.
- 5:00 pm - 6:00 pm**
Blockchain 101 for Fashion and Luxury
 From supply chain transparency to product authenticity, where are the real opportunities – and which ideas look good but aren't?
 By *Pierre-Nicolas Hurstel* CEO & Co-Founder Arianee Founder & Curator Foundashion.

Thursday conferences program

Fashion Talk Area, Hall 6.

Free access. English

- 2:00 pm - 2:30 pm**
Sport Fashion Seminar
 An analysis and breakdown of S/S 21 referencing the offer from the Première Vision Sport & Tech exhibitors.
 By *Ariane Bigot*, Première Vision Fashion Team.
- 2:30 pm - 3:30 pm**
What are the prospects for Leavers lace, a perpetual source of creativity?
 Olivier Theyskens will compare the past and contemporary creation through the use of Dentelle de Calais-Caudry(R) and two lacemakers will discuss the current research leads for this exceptional technique.
 Moderated by *Pascal Gautrand*, Founder of Made In Town.
 With *Olivier Theyskens* - *Sébastien Bento Soares*, CEO Darquer - *Julien Bracq*, GM Dentelles Jean Bracq.
- 3:30 pm - 4:30 pm**
3D design vision of sport - in the heart of the creative process
 3D design revolutionizes the creative process and challenges innovation in sports products. An overview from the design phase to materials to retail.
 By *Olivier Drevon*, Head of design, Melrose Design Studio.

Innovation Talks Area, Hall 3

Free access. English

- 10:00 am - 11:00 am**
Stop demonising leather: understanding the industry's challenges, from animal husbandry to finished product
 The growing ecological awareness of fashion players needs to go hand in hand with a better understanding of the leather value chain: there is no leather without breeders, slaughterhouses, meat consumers and tanneries to recycle the hides.
 By *Nathalie Elharrar*, leather and accessories expert consultant.
- 11:00 am - 12:00 pm**
Textile innovation for the most perfect fabric touch
 What recent innovations of weavers and manufacturers are the most remarkable? By IFM Alumni.
 Moderated by *Chloé Foglierini*, Brand and concept development director, Salon Septième.
 With *Josh Stevens*, Junior RTW Designer, Loewe - *Franz Heidsieck*, External Production Manager, Les Ateliers Grandis - *Jean-Laurent Perrin*, CEO, Tissages Perrin & Fils.
- 12:00 pm - 1:00 pm**
Reshaping the Fashion Rules. New designers are emerging with innovative models
 Moderated by *Serge Carreira*, Head of Emerging Brands Initiative, the Fédération de la Haute Couture et de la Mode (FHCM).
 With *Kevin Germanier*, Germanier - *Emily Bode*, Bode - *Spencer Phipps*, Phipps - *Lisi Herrebrugh* and *Rushemy Botter*, Botter.
- 1:00 pm - 2:00 pm**
RETEX structures the textile recycling industry
 RETEX, managed by EuraMaterials, supports the development of first transformation products from end-of-life or production scrap textiles, for an innovative offer of eco-designed items.
 By *Stephan Verin*, EuraMaterials.

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