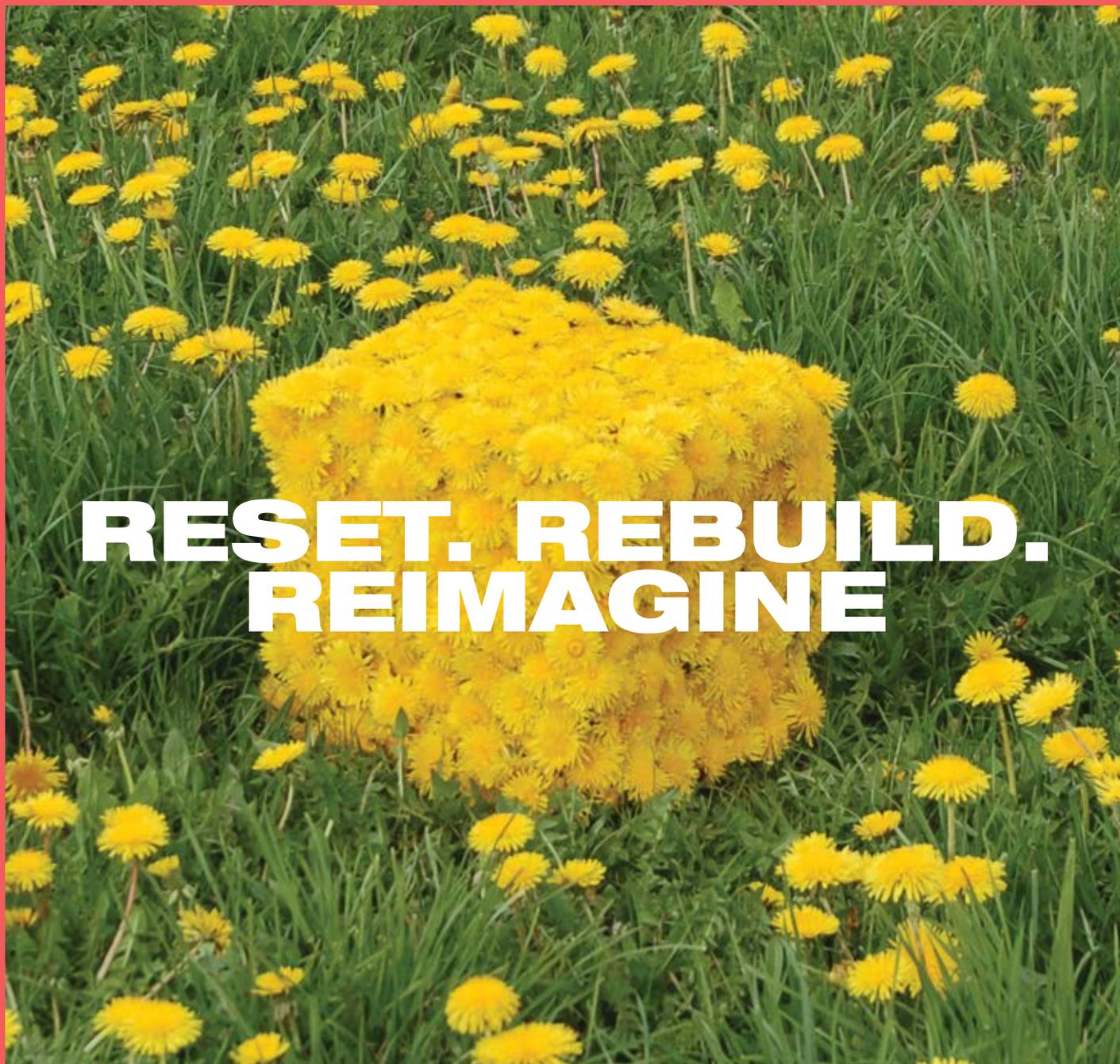


# PRESS KIT

Digital Show

AW | 21  
22



**15—16**  
**SEPT. 2020**

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CLOUD OF FASHION  
**PREMIÈREVISION**  
PARIS

# 40 000 products online, new fashion decodings, 15 digital talks: discover the Première Vision Paris Digital Show



**Starting this 15 September, the DIGITAL SHOW launches online on the Première Vision Marketplace. It fully takes over the reins of the physical edition of the Première Vision Paris show, originally scheduled for September 15 to 17 in Paris Nord Villepinte, which has been suspended following the French government's decision to ban events of more than 5,000 people, and in light of new travel restrictions in many countries and the resurgence of an increased health risk.**

**Conceived last April to strengthen and complement the show's physical dimension and promote the exhibitors' offer to a broader number**

**of international buyers,** this exclusively online event accompanies the acceleration of the sector's digital initiatives, which have been strongly catalyzed by the health crisis.

With the launch of its Marketplace in 2018, Première Vision has been among the very first in the industry to invest in digital technology to provide international markets with online services in complement its physical events, and provide concrete solutions addressing brands' sourcing needs and the challenges faced by exhibitors in terms of the visibility and promotion of their collections on a global scale.

## Officially launching this 15th and 16th September and accessible throughout the autumn/winter 2021-22 season, The DIGITAL SHOW invites international fashion industry players to take part, with:

- **Over 1,600 online shops, more than 40,000 product references and 8 product universes:** Fabrics, Leather, Accessories, Yarns, Denim, Smart Creation, Designs, Manufacturing.
- **Enhanced content and fashion decodings to boost the visibility of the offer and assist in the creation of the autumn-winter 2021-22 collections:**
  - × **Exclusive content in the Marketplace magazine:** trend analyses, help for designing collections, interviews with industry players and a focus on outstanding know-hows.
  - × **8 new digital forums:** The Première Vision fashion team's selection of the season's most creative and representative products from the show's exhibitors.
  - × **Digital trend Tastings :** inspiring fashion seminars to decode the season's major directions.
  - × **The Autumn Winter 2021 color range to order on line.**
- **Expanded services and features:** Since mid-March, the Marketplace has been available at no charge to Première Vision Paris exhibitors, allowing them to freely integrate their collections into their e-shops with no limit on the number of products presented, and no obligations in terms of commitment or duration.
- **A more interactive and functional digital catalog to energize business:**
  - **Activated client/supplier contact tools** to facilitate direct contact and remote sales discussions and transactions.
  - **Company profiles can now integrate multimedia content - videos, images, texts, etc.,** to enliven the presentations of exhibitors' business activities.
- **15 Digital Talks on «The Futures of Fashion : an exclusive program of digital conferences to join online, to analyze and decode the industry's coming challenges** ([The program can be found below, or online here](#)).

Première Vision NextGen Awards, an event promoting textile creation and design.

## THE OFFER

# A creative international offer to discover on the Première Vision Marketplace

With more than 1,600 online shops, over 40,000 referenced products and 8 product universes - yarns and fibers, fabrics, leathers, textile designs, accessories and components, denim, Smart Creation and, new this season, fashion manufacturing - the Digital Show presents a transversal, cutting-edge and complementary offer. Available online on the Première Vision Marketplace, it meets the needs of all fashion markets developing comprehensive and creative collections (clothing, leather goods, shoes, accessories and fashion jewelry).

With its Digital Show in September 2020, Première Vision Paris is:



1,600+  
online boutiques



40,000+  
products proposed



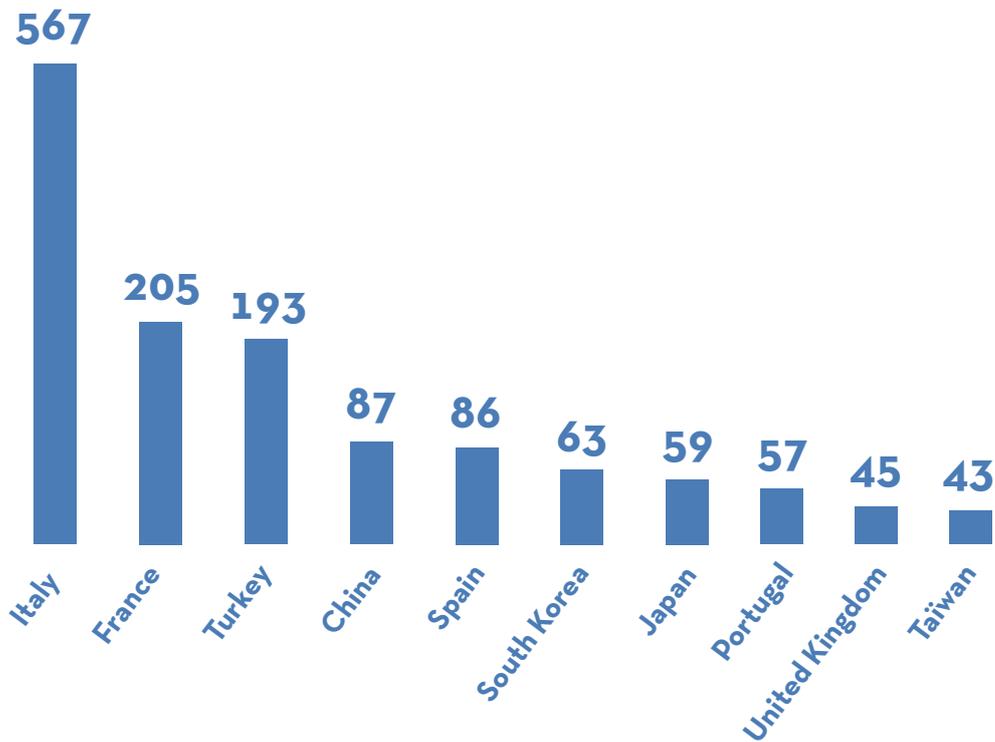
43  
countries represented

## Number of exhibitors and products by field of activity:

Première Vision Yarns	34 e-boutiques	87 yarn and fiber proposals
Première Vision Fabrics	752 e-boutiques	19,000 fabrics
Première Vision Leather	202 e-boutiques	1,000 leathers
Première Vision Designs	75 e-boutiques	939 patterns
Première Vision Accessories	316 e-boutiques	20,000 accessories
Première Vision Manufacturing	74 fashion manufacturers	
Denim	17 e-shops	
Smart Creation/Eco-responsible offer	115 specialized exhibitors	

→ [Find the full offer available at the Digital Show on the Première Vision Marketplace](#)

## Top 10 countries represented:



### The Première Vision Marketplace at the heart of the Digital Show

A genuine digital catalog and platform for the professional community, the Première Vision Marketplace was launched in September 2018 to support the digitalization of the fashion sector and anticipate its acceleration. Designed to extend and further the business relationships initiated at Première Vision's physical events, this B-to-B e-commerce platform allows visitors to sample or order products from the show's various exhibitors and pay in a single transaction. To date, the Première Vision Marketplace has seen:

- . 8,500 client accounts created
- . Nearly 130,000 unique visitors
- . 1.8 million page views

The Marketplace also features a digital magazine, which draws on Première Vision's fashion expertise to decode seasonal trends and guide buyers in their product choices.

# Reimagined and enriched digital fashion content

Première Vision's fashion information is part of its DNA. Lauded by industry players, it offers seasonal inspirations and color and material directions unique in their genre, at its physical events as well as online throughout the year. **Its fashion information remains unmatched in the field of trade shows, thanks not only to its depth and relevance, but also in how it is communicated.**

Through its specifically developed digital media, informational forums, fashion seminars and more, Première Vision strives to shed light on the season's overall inspirations, those common to all six activity sectors making up Première Vision Paris, while maintaining an emphasis on their fashion know-hows and their concrete and inspiring specificities.

**Once again this season, in order to present relevant, high-quality fashion information and seasonal directions in line with industry realities and tailored to the multiplicity of international markets, the Première Vision fashion team** stayed in constant touch with its international partners - exhibitors, industry players, brands, fashion personalities, and more. Despite the complexity of the international situation, these influential professionals were able to exchange information and views, to build and develop the autumn winter 2021-22 trends.

**This fashion information will be available as of this 15 & 16 September on the Digital Show, and will remain available throughout the season. Evolving and adapted to the collection calendars, these seasonal directions are updated regularly and can be found on a continuous basis in the Magazine on the Première Vision Marketplace.**

## Decodings and synergistic fashion tools:

The seasonal directions provided by Première Vision's fashion team are organized around several complementary tools and media formats. The exclusively digital format brings together inspiration, analyses and product specificities to accompany and guide buyers in the sourcing of their materials and the design of their autumn/winter 2021-22 collections:

- **A new decoding of the season in the Magazine** on the Marketplace, in three distinct sections:
  - × **Trend analysis:** inspirations, leading material and color directions.
  - × **Collection design:** focuses on product specificities, markets, style or new functionalities
  - × **Portraits & know-hows:** inside look at exhibitors and inspiring and influential industry players.

- **8 digital forums:** whether transversal or focused on specific markets, these digital fashion information spaces, enriched with video content, offer in-depth analyses broken down by product highlights, use, style universe and market. A decoding of the season's major trends and themes, in combination with a selection of corresponding products, to guide buyers in their choice of materials and suppliers.

- × **Perspectives Forum :** The season's transversal highlights. The new season's most creative and representative fabrics, leathers, accessories and decorations, selected by the Première Vision fashion team from the exhibitors' latest collections.

- × **Eco-Responsible Forum: Highlights in eco-friendly fabrics, leathers and accessories.** The most innovative and creative eco-friendly yarns, fabrics, leathers, accessories and decorations, selected from the exhibitors' latest collections by the Première Vision fashion team.

- × **Essentials Forum. A cutting-edge selection for the season's tailored and fluid markets.** Key cotton, linen, woolen, silky and synthetic products for knit or woven tops, dresses, pants and jeans, women's and men's suits, jackets and outerwear.

- × **Fancies Forum: Decoration highlights for jacquards, lace, embroideries and prints.** A fashion-oriented selection of the season's key decorative designs, illustrated via prints, jacquards, yarn-dyeds, lace and embroidery, as well as motifs from design studios.

- × **Sport & Tech Forum: Highlights for high-performance fabrics and accessories.** A technical and fashion-oriented selection of the season's most creative and specialized fabrics, knits and accessories for the sports, outdoor, activewear, workwear and skiwear markets.

- × **Leather Selection Forum: Highlights for leathers, furs and textiles for accessories.** A fashion-focused selection of the season's most creative and representative leathers, skins, furs and textiles for accessories, for the ready-to-wear/apparel, leather goods and footwear markets.

- × **Bag & Shoe Forum: Highlights in leathers and accessories for footwear and leather goods.** A fashion-focused selection of the season's most creative and functional accessories and components, leathers and fabrics for accessories, for the footwear and leather goods markets.

- × **Yarns Selection Forum: Highlights for yarns and knits.** A creative and fashion-focused selection of materials, fibers and yarns for the spinning industry, intended for wovens and circular or flat-bed knits.

- **2 online Trend Tasting Conferences:**

- × **Season Trend Tasting :** An inspiring and focused seminar decoding the AW 21/22 influences, the major transversal trends, product highlights, color directions and key silhouettes for the season.

→ **Tuesday 15 and Wednesday 16 September at 10 am**

- × **Color Trend Tasting:** An essential seminar to discover the AW 21/22 range in its full generosity, decoded in depth, with key harmonies and highlights by market.

→ **Tuesday 15 and Wednesday 16 September at 3 pm**

- **A unique color range** shared by all Première Vision Paris activity sectors: Elaborated collaboratively during meetings between the Première Vision fashion team and its international partners, the range proposes an offer of colors for all international fashion markets, for every silhouette, with the season's key information for all activity sectors: ready-to-wear, accessories, leather goods, shoes and fashion jewelry components.

A valuable, technical and inspirational tool, to order online this season.

# The futures of Fashion: a program of 15 digital talks to understand the key issues facing the creative fashion industry

From societal decodings to consumer trends, sourcing & relocation, fashion information, eco-responsibility and more, **Première Vision's DIGITAL SHOW** presents an exclusive program of webinars, **The Futures of Fashion**, to follow online, which address topical issues in the fashion industry: 15 conferences, 29 speakers and nearly 10 hours of discussions, to experience this 15 and 16 September and afterwards.

## TUESDAY 15 SEPTEMBER

→ **10 am: Season Trend Tasting:** An inspiring and practical seminar decoding the AW 21/22 influences, major transversal currents, product highlights, color directions and key silhouettes.

*Lucie Jeannot, Première Vision Fashion Team*

→ **12 pm: The New Fashion Calendar, in partnership with Vogue Business:** As momentum shifts away from the traditional fashion calendar, what will the future of Fashion Weeks look like? And how successful have the latest Paris, London and Milan digital fashion week offerings been for press, buyers and consumers?

*Michael Jais, CEO, Launchmetrics / Charlie Smith, CMO, Loewe / Nicolaj Reffstrup, Founder, Ganni / Kati Chitrakorn, Retail & Marketing Editor, Vogue Business.*

→ **1 pm: Can leather be sustainable?** Eco-responsibility is a major issue for leather. Dealing with animal welfare or publicized? environmental impact, the industry is now mobilizing to assert itself. What are now the environmental and social actions? How can we reflect upon the leather industry of the future?

*Presented by journalist Karine Porret, with: Carine Montarras, Product Manager, Première Vision Leather / Nathalie Elharrar, Designer, Teacher and Consultant.*

→ **2 pm: Considering the future of fashion in America?** Fashion all over the world has to face and adapt to a global health crisis. How American designers are responding to these stakes? How are they considering the future of fashion? What are

CFDA's initiatives? What will New York Fashion Week look like?

*Presented by journalist Karine Porret, with: Nellie Partow, Founder, Creative Director, Nellie Partow / Steven Kolb, President and Chief Executive Officer, Council of Fashion Designers of America (CFDA)*

→ **3 pm: Trend Tasting Couleurs:** An indispensable seminar to discover the AW 21/22 color range in all its generosity, thoroughly decoded including key harmonies and highlights by market.

*Manon Mangin, Première Vision Fashion Team*

→ **4 pm: Facing a global crisis and thinking about tomorrow?** The global fashion industry is facing unprecedented times. The interruption of supply chains, the new rhythms of fashion, the major role of eco-responsibility... How are suppliers responding to these new challenges?

*Presented by journalist Karine Porret, with: Alix Pollet, Brands BU Director, Safilin / Matteo Mantellassi, CEO, Manteco*

→ **5 pm: Working in a digital world.** Today more than ever, adapting to an innovative digital market has become an essential issue. What challenges is the business facing? What are the strategies?

*Presented by journalist Karine Porret, with: Gilles Lasbordes, General Manager, Première Vision / Adrien Garcia, Co-founder, Réuni.*

## WEDNESDAY 16 SEPTEMBER

→ **10 am: Season Trend Tasting:** An inspiring and practical seminar decoding the AW 21/22 influences, major transversal currents, product highlights, color directions and key silhouettes.

*Lucie Jeannot, Première Vision Fashion Team*

→ **1 pm: How does DNVB respond to a pandemic? In partnership with Fashion Network:** The current period is accelerating the need for digital strategies. What is the impact of this unprecedented moment on the DNVB model? What are the new ways of interacting with customers? What are the implications in terms of sourcing? Discussion with 3 fashion DNVB.

*Olivier Guyot, Editor in Chief, Fashion Network / Astrid Legmann, Co-Founder, Mister k. / Julia Faure, Co-Founder, Loom / Charlotte Dereux, Co-Founder, Patine*

→ **2 pm: Fashion markets in Europe post-Covid:** A study conducted in Europe by the IFM-Première Vision chair shows that despite the sanitary crisis, fashion remains attractive and pleasurable. Above all, it reveals more than ever the major role of eco-responsibility. **(See the box below)**

*Presented by journalist Karine Porret and Gildas Minvielle, Director of the Economic Observatory, Institut Français de la Mode*

→ **3 pm: Trend Tasting Couleurs:** An indispensable seminar to discover the AW 21/22 color range in all its generosity, thoroughly decoded including key harmonies and highlights by market.

*Manon Mangin, Première Vision Fashion Team*

→ **4 pm: Can science save fashion for the best?** It is possible to combine sustainability with new technologies. Are science and innovation the best way to create fashion without harming the planet?

*Presented by journalist Karine Porret et Amanda Parkes, Chief Innovation Officer, Pangai*

→ **5 pm: Is sustainability achievable for everyone?** Sustainability and eco-responsibility are at the forefront of the consumer expectations. What are the stakes today and how is sustainable fashion going to respond to the crisis?

*Presented by journalist Karine Porret, with: Rabia Farhang, Founder, BGood Collective / Johanna Masket, Founder, BGood Collective*

→ **All the Digital Talks scheduled for this 15th and 16th September, as well as those held in the last weeks preceding the show, can be found online.**

### A study by the IFM-Première Vision Chair: The European fashion market: Consumption expectations and prospects in the midst of the health crisis

Within the framework of the IFM - Première Vision Chair, which has been examining «the economy of creative materials for fashion» since 2016, the Economic Observatory of the French Fashion Institute (IFM) conducted a forward-looking study last June by canvassing 5,000 consumers - in France, Germany, Italy and the United Kingdom - to understand the consumption outlook for the second half of 2020, in the context of the current health crisis.

The results will be disclosed during the corresponding Digital Talk, which will be held on 16 September at 2pm. A corresponding summary report will also be released on 16 September.

### You can also view the following webinars online now:

→ **The new rhythms of fashion:** The global health crisis is shaking up, disrupting and calling into question the entire organization of the Fashion Sphere, including the pace and rhythm of collections, fashion shows, seasonalities, store-deliveries and more. In this first Digital Talk, 3 special guests will provide food for thought and suggestions for drawing up a new fashion timeline.

*Presented by journalist **Karine Porret**, with: **Pascal Morand**, Executive President, Fédération de la Haute Couture et de la Mode / **Pierre Maheo**, Owner, Officine Générale*

→ **Fashion consumption and new behaviors:** Consumers' desires are undergoing a profound change, further accelerated by the current downturn: how can the fashion world adjust to this new situation and move forward?

*Presented by journalist **Karine Porret**, with: **Serge Carreira**, Head of Emerging Brands Initiative, Fédération de la Haute Couture et de la Mode*

→ **Can fashion really be sustainable?** Eco-responsibility and sustainability now seem to be unavoidable for consumers; and this concern was accelerated by the world health crisis. Were fashion brands quick enough to adapt? What concrete actions are carried out? What can we expect in the next years? With Isabelle Lefort, co-founder of Paris Good Fashion, and Amélie Pichard, founder and owner of her accessories brand. Talk in French with English subtitles.

*Presented by journalist **Karine Porret**, with: **Isabelle Lefort**, Co-Founder, Paris Good Fashion / **Amélie Pichard**, Founder and owner of her accessories brand *Amélie Pichard**

→ **Sustainable at heart, with Salvatore Ferragamo:** Salvatore Ferragamo has been committed to sustainability since the 1920s: how to get inspired from these commitments and initiatives to take action?

*Presented by journalist **Karine Porret**, with: **Gel Egger**, Material Research & Development Coordinator, Salvatore Ferragamo*

# Events

## The Première Vision NextGen Awards, supporting creative textile design



For the first time, the Première Vision NextGen Awards are taking place, succeeding the British TexSelect competition (formerly Texprint), which recognized the creativity of design students from British schools each September at Première Vision Designs for many years.

Taken over by Première Vision in September 2019 with the same aim of supporting creativity in textile design, the TexSelect awards now become the **Première Vision NextGen Awards, to recognize the textile creativity of students not only from British schools, but from all over the world.**

This first September 2020 edition was produced in collaboration with the Arts Thread platform which, as organizers of the competition, introduces the 20 finalists selected to win one of the 4 prizes awarded at the end of the Digital Show :

- The Grand Jury Prize
- The Imagination Prize
- The Interiors Prize
- The Materials Innovation Prize

→ [Discover the 20 finalists on the Première Vision website](#), and [view their portfolios on the Arts Thread](#)

### About Arts Thread

Arts Thread is the world's leading digital platform for emerging designers and artists, providing a launch pad for new generations of creative talent. Over the past 10 years, Arts Thread has helped thousands of young creative talents launch their own brands and find employment around the world. Arts Thread has established relationships with 800 creative institutions providing access to over 300,000 students in approximately 100 countries.

## Première Vision, Partners with the Sustainable Leather Forum,

Once again this year, Première Vision is partnering with the Sustainable Leather Forum, an event organized by the National Leather Council (CNC). It will be held this 14 September at the Economic, Social and Environmental Council in Paris, the day before the opening of the DIGITAL SHOW.

Its aim is to showcase best practices in the leather sector in the areas of Corporate Social Responsibility, from a social, environmental and economic perspective.

The Sustainable Leather Forum will therefore be the occasion to present changes seen in consumer behavior as well as the tools and solutions to put into practice. Testimonies and round tables led by companies and organizations that have already worked on this subject will join the forum.

For more information, please visit: rendez-vous sur [www.slf-paris.com](http://www.slf-paris.com).

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