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SMART
CREATION®

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SMART CREATION PREMIERE VISION: ACTIVATING THE FASHION VALUE CHAIN

Last February, 17th, at the occasion of Première Vision Paris shows (16-18 Feb., Parc des Expositions Paris Nord Villepinte), Première Vision organized its second Smart Conversation.

As part of its new Smart Creation Program, this master class highlighted new competitive values serving the entire fashion value chain. With the participation of industry experts and professionals, this Smart Conversation presented innovative, intelligent and more responsible solutions and means, ranging from production of materials to the creation and manufacturing of the final product and moreover, even further, to the smart care of clothes in consumer's wardrobes.

In addition to a discussion and exchange of ideas, the Smart Conversation looked at the results of an exhibitor-wide survey launched by Première Vision last July. The survey was created to better understand and communicate exhibitors' initiatives and commitments in terms of sustainable production processes and responsible sourcing: the Smart Facts.

Traceability of raw materials; transparency of means of production; energy, waste, and water management policies; social policies...Chantal Malingrey, Director of Marketing and Development at Première Vision, revealed the key figures and an analysis of the results of this study.

WHAT IS SMART CREATION PREMIÈRE VISION?

Through Smart Creation, Première Vision seeks to highlight a new generation of responsible values and assets, which will create new strategic perspectives for the fashion industry.

It is a platform for study and communications dedicated to promoting responsible creation and production approaches found at the shows > exhibitors.

It gives industry players a new impetus and evolving means to access creative, innovative and responsible materials and products.

➤ **Discover hereafter the detailed report of the Smart Conversation and the results of the Smart Facts Study.**

THE SMART CONVERSATION IN REVIEW

PARTICIPANTS:

Chantal MALINGREY, Director of Marketing and Development, Première Vision
Carlo SORRENTI, R&D Responsible, Tod's Group.
Alfonso SAIBENE, Supply Chain and Sustainability Director, Canepa SpA
Andrés FRANCO, Associate Director Communications, P&G Europe Fabric Care

MODERATOR:

Giusy BETTONI, Consultant for Première Vision. Founding President of C.L.A.S.S.

The conference was opened by **Giusy Bettoni**, who reminded what Smart Conversation was about, within the Smart Creation strategy plan: going deep inside on the subject of responsibility, as well as a study and communication platform. She introduced the four participants: these very different but complementary people represent different steps of the supply chain.



CHANTAL MALINGREY

According to Chantal Malingrey, the fashion industry is changing. As a leading global event for fashion professionals, Première Vision Paris is the perfect place to analyze these strategic evolutions. The need of a "Smart creation and production" is crucial, beyond a simple focus on sustainable products. Première Vision Paris is willing to act concretely, by supporting all the exhibitors and companies who are searching for more responsible processes. Highlight new strategic perspectives for the fashion industry beside aesthetic and performance, promote responsible approaches found among the exhibitors without ever judging them: that is why the Smart Creation platform was launched a year ago.

Chantal Malingrey then explained that a long questionnaire was sent to the exhibitors selected from all Première Vision Paris' shows. This Smart Factly Study dealt with three types of values:

- Traceability of material sourcing,
- Transparency of production processes,
- Environmental and social commitments.

20% of the exhibitors answered it, i.e. 287 companies, in a very representative sample of the shows, in terms of sectors (51.60% of them are fabric producers) and nationalities. 80% of the answers came from seven countries: Italy (42.50%), France (10.90%), Turkey (10.50%), followed by Portugal, Spain, Japan and Germany. It shows that, among Première Vision Paris' exhibitors, European companies are the most willing to considerate smart values in their processes, thanks to local laws and policies, but also because they intrinsically want to improve on these aspects, and then because Europe has been and is still a territory with an innovative DNA.

THE RESULTS OF THE SMART FACT STUDY:

About the sourcing of materials:

Europe remains the main supplying zone for raw materials (90% of the companies have at least one supplier there), but Asia (59.9%) and Turkey (34.8%) are also very important places for raw materials.

In terms of country, 69% of the exhibitors have suppliers in Italy, then come China (43%), Spain, Germany, France and Turkey.

If we go deeper into these figures, the weight of Italy is strongly confirmed: more than 40% of those who source there do it for more than 50% of their material sourcing.

On the other hand, regarding China, 88% of those who source in this country, so most of exhibitors, do it for less than 50% of their material sourcing, and mostly commodities.

Then, according to exhibitors, 94% of their raw materials are totally or partly traceable. Oeko-tex and ISO 14000 are the most popular certifications regarding the traceability.

About the production processes:

60% of the exhibitors have at least one production unit in Europe, even if Asia (21%) and Turkey (16%) are important zones.

Italy remains the main country of production (34%), mainly for fabrics, leathers and accessories, followed by Turkey (15%), China (13%) and France (11%).

To our exhibitors, 96% of their production processes are totally or partly transparent and traceable. Oeko-tex and ISO 14000 are again the most popular labels of certifications.

About the environmental commitments:

58% of the exhibitors have already set up initiatives to manage energies, such as photovoltaic systems or in-house windmills. These are mainly private initiatives, detached from any accreditations or labels. For them, it is a way to reduce costs.

50% of the exhibitors develop initiatives to manage water, having facility to treat hard waters, to recycle used waters or to reduce water consumption. The industry sectors that are supposed to use the more are taking care about the most critical part of their activity (tanneries or denim mills): they know this is where they can be pointed out, but it can also help them reducing costs.

Exhibitors develop internal initiatives to reduce the use of chemicals (63%) but they are also following national laws: European policies in this domain are indeed reinforced. On the other hand, only one third of exhibitors pay attention to CO₂ consumption (33%), by working with local partners or using less polluting transportation.

About the social commitments:

97.5% of the exhibitors -mostly European- work under strict and controlled national social laws; 87% set up in-house social rules to help employees working in better conditions: training programs, flexible work time or recreational facilities.

Chantal Malingrey concluded her intervention by saying that responsibility, in terms of creation and production, is growing among the brands and luxury groups.

She explained the tools of communication Première Vision uses to support the Smart Creation platform and how these new Smart values were concretely serving the brands visiting the show through:

- a mobile app or the website (www.premierevision.com),
- a Smart Hotline accessible via WhatsApp (+33(0)6 38 37 50 94),
- a special promotional visual on exhibitors' stands,
- a selection of products in the Tech Focus Forum.

Chantal Malingrey declared that this was only a start: "Première Vision has a role to play today for a better future for the industry".

ACTIVATING THE FASHION VALUE CHAIN:

Carlo SORRENTI: leather in a Smart world

Carlo Sorrenti reminded that the very first operation of recycling was the tanning... In the past, human people killed animals for their meat, then cut the skin and left it on the floor: as time passed, they could see it was possible to use this piece; this material had a new life. Today, there are two macro possibilities to do this: vegetable tanning and chrome tanning. New technologies, like Free metal or Free chrom, substantially lower the use of water and electricity, and therefore the production of CO2.

Innovative eco-sustainable product research should begin, so that the inherent eco-sustainable qualities go almost unnoticed. People still want to buy a beautiful object; that is why innovation is the key to get the same look. The piece has to look the same, but done in a different way. Carlo Sorrenti advises to always ask the suppliers what their innovative techniques are: "It is possible to have good without bad, even if the challenges are not easy". In the near future finishing processes and coatings (anti-shower, anti-dirt, anti-bacteria) will progress to nanotechnology, with nanomolecules doing the work, and vacuum processes called Cvd or Pvd. These technologies approach zero impact on the environment especially when assisted with clean energy sources. Culture and communication are important; education is the key. According to Carlo Sorrenti, we have to clean our mind and use a new language.

Alfonso SAIBENE: research and communicate

Alfonso Saibene declared that when he started in 2007, sustainability was more a matter of representation; today was obviously a way of thinking. For the consumer, sustainability is a new value associated to aesthetics, as aesthetics itself is already acquired or at least very subjective. For Alfonso Saibene, obtaining the same standard was a philosophy. Creating a brand was a way to communicate to the market that something was going on, allowing to tell a story by speaking directly to the customer. People have to know that something is happening, or they will never ask for it.

Alfonso Saibene then explained that the focus was on water. Getting new process, going on in research and investment was a way to save 80% of it. Also, legislation will be strict about water in the future: sustainability in general is a way for the company to survive. But the important is to communicate, teach the suppliers about possibilities, knock door by door and say people: please follow us. New savings, new ideas, cleverer process... Canepa is now going on with research, to share with textile industry that is not direct competitors. This is the only way to measure, find out and launch this kind of culture to the textile world. Alfonso Saibene recognized that he was not so naïve to say that he could change the word. But he was one of the thousands of actors, who had to play their role in the end.

Andrés FRANCO: Smart Care

As Andrés Franco explained, the collaboration between Procter & Gamble and Première Vision started three years ago, as P&G sought to connect closer to the textile industry, as part of its focus to ensure its fabric care products keep pace with the changing fashion and fabric trends. Because while the fabric industry continues to innovate, and fashion is more accessible to everyone in the world, there is a disconnect between the value consumers place when purchasing new clothes and the value placed in caring for them, once they are in the wardrobe, so they stay like new for longer. P&G is taking on this challenge, with the aim to provide people with the best clothes care innovation to help prolong the meaning and value that clothes bring to people's lives. In doing so, P&G is partnering with Première Vision to further the conversation on the activation of sustainability in the fashion value chain, to include not only the necessary phases of Smart Creation and Smart Production, but also Smart Care. As Andrés Franco pointed out "the life of clothes begins when they are sold", and laundering or the consumer-care phase has the potential to bring great sustainability benefits to the life cycle of clothes. For Andrés Franco, creating and producing a garment in a sustainable, low-impact way, is important, yet its impact on the fashion value chain is not fully leveraged if we don't also address how people wear and wash their clothes, thus making Smart Care an important aspect of the process.

QUESTIONS & ANSWERS

At the end of the conversation, the audience was then invited to ask questions to the participants:

Isn't this study too much focused on Europe? Isn't this late?

This survey is not sudden, replied Chantal Malingrey. It was never made before. The results show that these are important values in Europe.

Actually, those are answers we got from our exhibitors which are mainly European. We do not pretend to establish general statements about responsible creation in the whole fashion industry. The Smart Facts Study concentrates on shedding light on our exhibitors' commitments. And fortunately, there are lots of interesting initiatives both in both European and non-European countries.

About the traceability of the materials and the production: what are the boundaries?

The boundaries are related to the one companies that are highlighted in the answers to the questions, replied Chantal Malingrey.

All those companies can show, verify, and explain, their traceability.

How do you plan to encourage people to take care of the clothes while there is such a disposable attitude towards them?

By making people think differently, replied Andrés Franco. Fashion is not only accessible but also durable.

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