



**Show
presentation**

PV PARIS

@alessandra.hu

PHYSICAL

DIGITAL WEEK

7 - 9 FEBRUARY 2023

6 - 10 FEBRUARY 2023

PARIS NORD VILLEPINTE

PREMIEREVISION.COM

Welcome to Première Vision Paris

The global event for creative
& eco-responsible fashion professionals

Twice a year, **Première Vision Paris** combines **business meetings and inspiration** and brings together the best international companies offering materials and services, from yarns to manufacturing.

A pool of **exhibitors** selected for their expertise, presenting their most **creative developments**.

A **qualified and international** visitorship.

The early decoding of trends and **colors** with a dedicated fashion team.

A **unique support** to guide fashion towards a more responsible future, with a range of eco-responsibility solutions and highlights.

A **complementary digital event** (Digital Week) with inspirational content and products selections linked to the PV Marketplace.





Figures, target and offer

Première Vision Paris into figures

2 SHOWS

PER YEAR.

In February and July,
over three days
at Paris-Nord Villepinte.

1180+
EXHIBITORS

coming from more
than 50 countries (in July 2022)

9 ACTIVITY
SECTORS

Yarns | Fabrics | Leather | Designs |
Accessories | Manufacturing |
Manufacturing Leather | Smart Creation |
Maison d'Exceptions

5 FASHION
INFORMATION
FORUMS

with 4000+ exhibitors' last
creations presented each season

At the February 22 edition



74,600
visitors

of which 21,300
came to the physical show



Geographical attendance
was 43% French and

57%
international



20 Fashion
Talks

An analysis of trends and
information about the challenges
and developments in the sector
with 1,300+ participants
at the physical show.



75,000+

E-Shop pages seen
on the PV Marketplace -
Digital Week



108,000+

Product pages seen
on the PV Marketplace -
Digital Week

A qualified, international target audience

Première Vision Paris brings together 75,000 professionals from the fashion industry

Visitor distribution at the February 2022 edition:

Market *

- Womenswear (75 %)
- Menswear (42 %)
- Childrenswear (21 %)

Activity sectors *

- Casualwear (34 %)
- Accessories (33 %)
- Leather goods (31 %)
- Knitwear (28 %)
- Leather - Fur (28 %)
- Denim - Jeanswear (24 %)
- Sport & Tech (19 %)
- Shirting (18 %)
- Lingerie, swimwear (15 %)
- Shoes (14 %)
- Other (13 %)

They attended PV Paris in February:

Balenciaga / Chanel / Chloé / Celine / Christian Dior / Hermès / Louis Vuitton International / Mugler Fashion / Paco Rabanne / Saint Laurent / Maison Margiela / Nina Ricci / Jean Paul Gaultier / Cartier / Berluti / A.P.C / AMI Paris / Courrèges / Isabel Marant / Lacoste / Longchamp / Maje / Figaret / Loewe / Petit-bateau / Minelli / Salomon / Chantelle / Decathlon / Damart / Etam / Jules / Celio / Princesse Tam Tam / Ralph Lauren / Naf Naf / Bottega Veneta / Dolce & Gabbana / Bulgari / Off White / Calzedonia / Bally / La Perla / Benetton / Fendi / Moncler / Max Mara / Scotch&Soda / Geox / Prada / Brunello Cucinelli / Esprit / New Yorker / Alexander McQueen / Asos / Marks & Spencer / Paul Smith / River Island / Tom Ford / Stella McCartney / Mulberry / COS / Urban Outfitters / Victoria Beckham / Primark / Bershka / Desigual / Zara / Oysho / Mango / Bimba Y Lola / Dries Van Noten / Tommy Hilfiger / Ganni / Coach / Tory Burch / Supreme / The North Face / Marc Jacobs / Victoria's Secret / Canada Goose / Theory / Converse / GAP / Target / Abercrombie & Fitch / Lululemon / Under Armour / Nordstrom / Nike / Levi's Strauss Co. / Anthropologie / H&M / Eres / Marine Serre...

* Multiples answers

A cross-cutting and complementary offer



YARNS

Yarns and Fibers



FABRICS

Clothing fabrics



LEATHER

Leather and fabrics for leather goods and shoes



DESIGNS

Designs, patterns and textile creation



ACCESSORIES

Trims and components



MANUFACTURING

Fashion manufacturing



MANUFACTURING
LEATHER

Manufacturing of leather garments, footwear and bags



SMART
CREATION

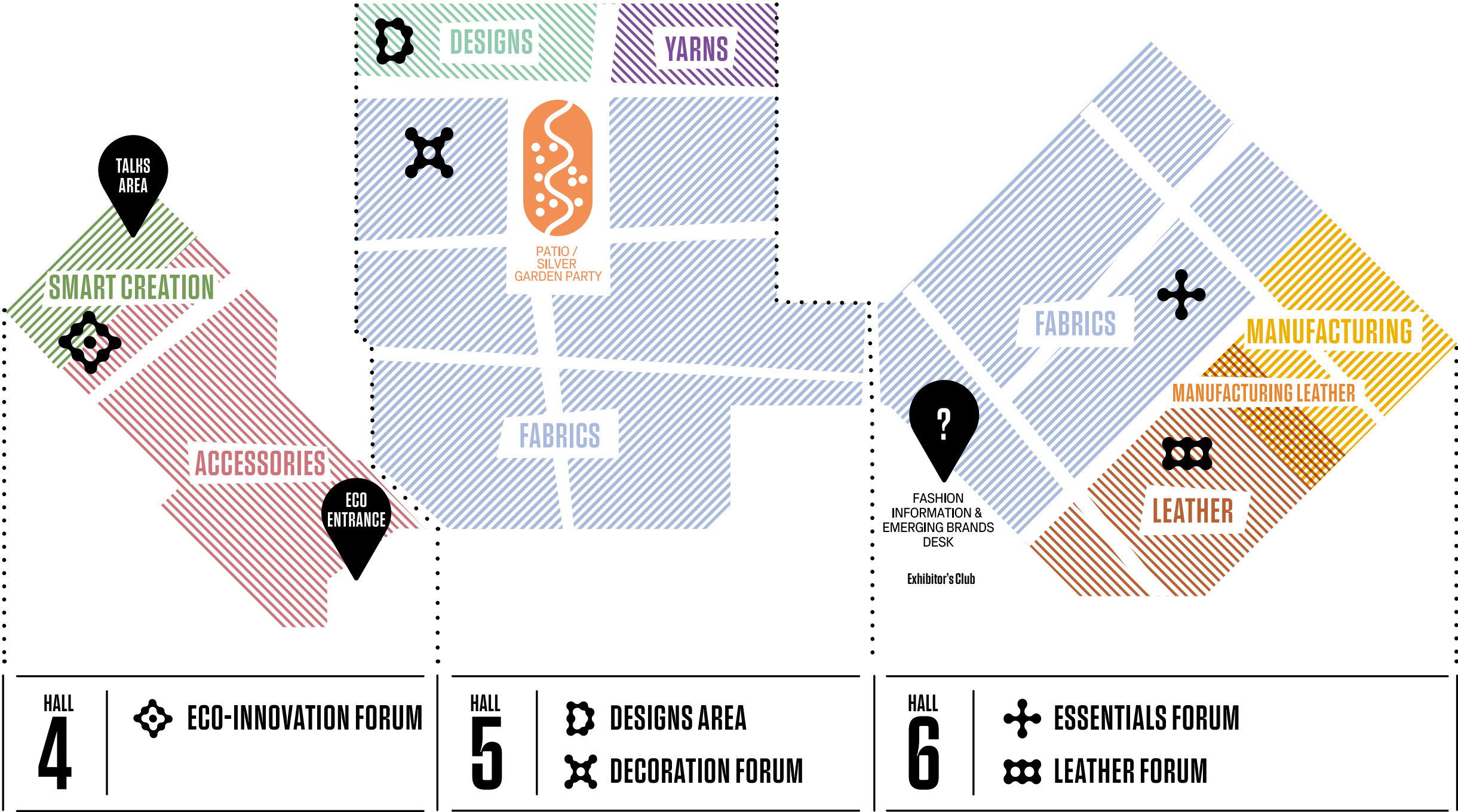
Sustainable design and high-performance fashion



MAISON
D'EXCEPTIONS

Exceptional know-how and ultra creativity

July 2022 show map





**Focus on fashion information
& services to guide visitors
in their sourcing**

Inspiration & Trends

Première Vision Paris plays a leading role in trends forecasting before, during and after the show:

- A new and **exclusive range of colors** each season.
- **Fashion forums** presenting the **leading product developments from exhibitors**.
- **Fashion PV seminars** to decipher trends and star colors.
- Articles in the **online magazine** analyzing the season's trends sector by sector.
- **3D virtual Forums** with the materials highlights to discover on the Marketplace.
- A **live sourcing** session led by the Première Vision fashion team live from the forums.
- **A Season Report** collating the season's articles in the form of a white paper to download.



Première Vision Paris engaged to an eco-responsible sourcing

To guide fashion towards a more responsible future, Première Vision accompanies professionals and offers a range of eco-responsibility solutions and highlights including:

- The **Smart Creation Area**: companies and start-ups offering innovative eco-responsible solutions.
- **Talks** to really understand the **ecological challenges** of the sector.
- The **Eco-Innovation and Essentials forums** showcasing eco-designed developments that contribute to an eco-responsible approach.
- An **specific trail** to identify and highlight the exhibitors that meet the major certifications.
- **White Papers** to download, analyzing the **great challenges of the sector** and **the keys to ethical sourcing**.
- An **Sustainability section** in the Première Vision **online magazine**.



Optimized services at the show

From July, the Première Vision Paris show rolls out a range of new services designed to guide the sourcing of its visitors and facilitate meetings with their future suppliers:

- **A Fashion Information Desk**

Première Vision offers the services of a dedicated team of fashion experts to answer any of the questions and help buyers make the right choices in terms of finding materials and suppliers for their coming collections.

- **An Emerging Brands Desk**

Specially developed for young designers in collaboration with the Tranoi show, this new service offers support and advice for optimized sourcing.

- **Informative areas:**

- **Eco Entrance & Fashion Information Center**

- To learn more about the show's increasingly targeted and eco-minded fashion information.

- And discover all the exclusive tools created by PV to guide visitors in their sourcing throughout the year.

- **Guided visits to the forums**

- The Première Vision fashion team offers free guided tours of the Forums in French, English, German and Italian.

An enriching program

Première Vision Paris offers a program of events to get to the very heart of the season's challenges and trends.

- Around **20 talks** (*Talks Area*) fashion seminars, conferences and round tables led by expert guests
- **Exhibitor Pitches**
- A partnership with the **Hyères Festival**
- **Networking** moments for visitors and exhibitors, to meet clients in a more relaxed environment





Exhibitor's participation details

What does your participation in Première Vision Paris include?

BEFORE THE SHOW

- Early access to the PV fashion information with
 - A new and **exclusive range of colors** each season
 - **Fashion webinars and meetings** to get inspiration from trends and develop your collections
 - Videos giving a breakdown of **colors & harmonies** and **product highlights** by sector of activity
- A range of **services and promotions to showcase your participation** in the show: media kit, newsletters, emailings, text messages, media plan
- **Promotion of your collections** in the magazine articles
- A **dedicated e-shop** on the Première Vision Marketplace with an **unlimited number of products**

DURING THE SHOW

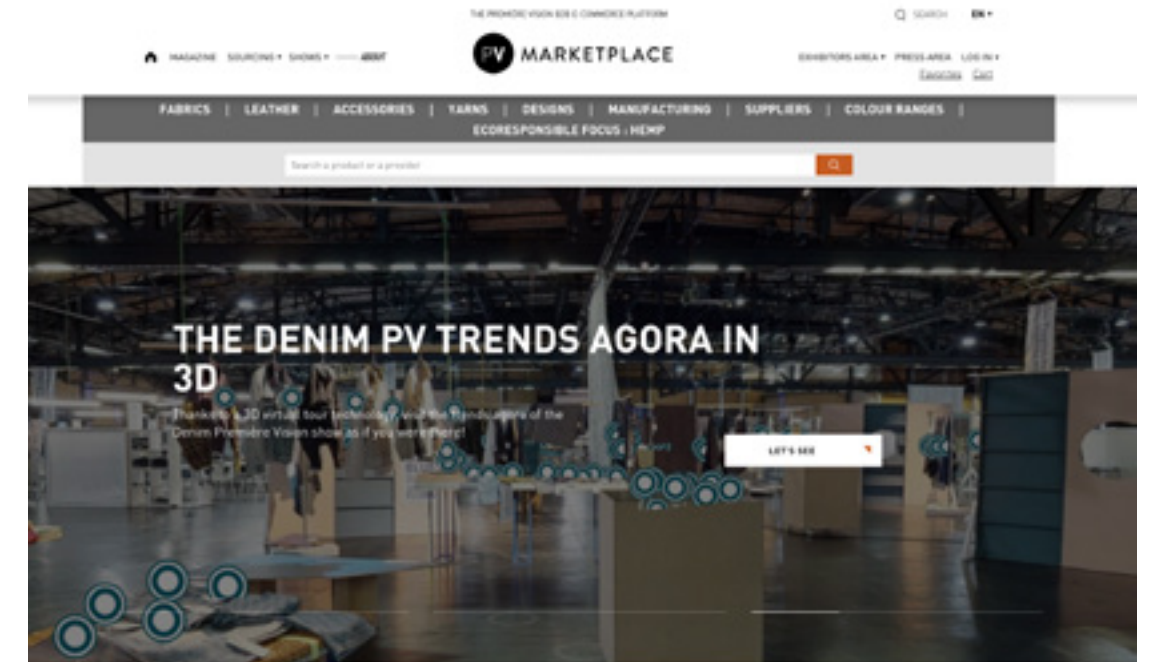
- An **equipped booth**
- Your **products showcased on Trends forums**
- Visibility of your product range in the various talks
- A **networking evening** on the first day of the show
- A **top-buyer programme**
- An **area for relaxing and networking** within the Exhibitor's Club.

Focus on the PV Marketplace

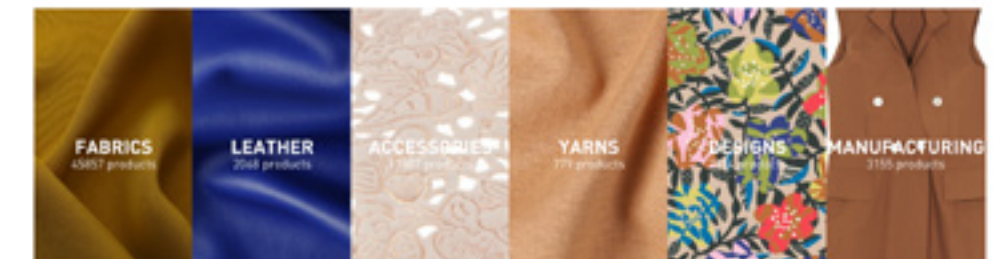
The Première Vision B2B E-Commerce Platform

Products are available all year round for a qualified traffic of buyers and designers from the fashion industry.

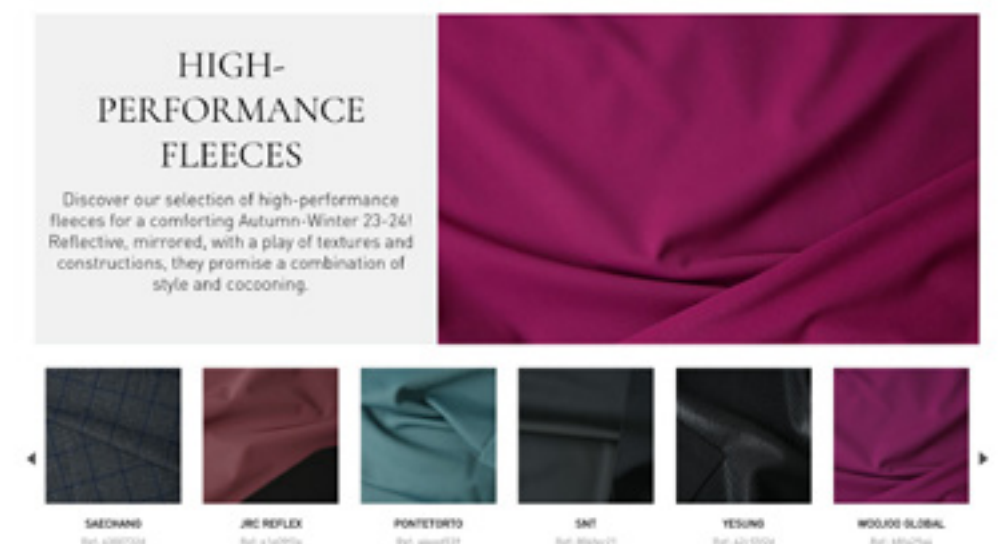
- Opportunity to **interact directly with a number of buyers**, directly receive and manage their requests for samples and produce price quotes in a single tool
- A **dedicated customer service** department will help you create an e-shop and get your products online
- A professional service of **high definition photography of your products**
- Part of the product catalogue can be made private



YOUR SOURCING IN ONE CLICK



THIS WEEK'S MUST HAVES



How to become an exhibitor at Première Vision Paris?



1 Request an application form on the PV website or from the sales team



2 Complete the application form and return it with a selection of products before the deadline



3 Assessment of the application by the Selection Committee

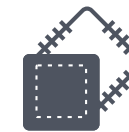
✓ If the application is successful:



4 Register for the show and booking a stand



5 Activate your e-shop on the Première Vision Marketplace and integration of products



6 Send product samples for the fashion forums



7 Fit out the stand and prepare your participation

The international promotion of your participation

During the PV Paris promotion period, Première Vision rolls out a range of services and promotions to showcase your participation in the show:

For example, between April and July:

- **8 newsletters** sent to a mailing list of 219,000 contacts.
- **80 fashion articles** with a focus on exhibitors' products.
- **18 emailings campaigns** sent to 150,000 contacts.
- **2 text message campaign** sent to 98,000 contacts.
- **Media plan:** International campaign focused on the leading media titles on major markets.
- **Top buyers programme:** Opportunity of inviting Premium buyers to the show.

The Première Vision ecosystem

PREMIÈRE**Vi**sion
The art & heart of fashion



NEW YORK

The main event in North America
for fashion professionals

19 & 20 July 2022
January 2023
New York



SPORT

An event dedicated to the active and
high-performance sports industry

10 & 11 August 2022
February 2023
Portland



FASHION RENDEZ-VOUS

The new platform for
extended sourcing discoveries

7 & 8 September 2022
Paris



SHENZHEN

The side-by-side show
for China's key players

17 - 19 October 2022
April 2023
Shenzhen



DENIM

A roving event dedicated to responsible
denim, fashion & culture

23 & 24 November 2022 - Milan
31 May & 1 June 2023 - Berlin



BLOSSOM

The pre-collections
exclusive event

14 & 15 December 2022
Paris



PARIS

The international event for creative
and eco-responsible fashion professionals

7 - 9 February 2023
July 2023
Paris



MADE IN FRANCE

All the French fashion industry regions
and their know-how

29 & 30 March 2023
Paris

Save the date and send your request

SPRING SUMMER 24
7-9 FEBRUARY 2023

AUTUMN WINTER 24-25
JULY 2023

CONTACTS

exhibitors.paris@premierevision.com

PREMIÈRE**ViSiON**
The art & heart of fashion