Made in France Première Vision strengthens appeal with luxury brands

By Matthieu Guinebault - 6 April 2018

The French textiles and fashion tradeshow, which took place March 28 and 29 at Carreau du Temple in Paris, gathered together 2,966 professionals at its most recent edition. A number slightly down on 2017, but still amply superior compared to previous sessions, with an overall increase in the range of visitors.

For this edition, some 80% of the visitors were high-end brands and luxury maisons. "Big luxury names, young designers, costumers, couture houses, but also fashion, accessories, sportswear, lingerie, home furnishings and cosmetics brands, said organisers.

Some of the big fashion names on display included Balenciaga, Balmain, Saint Laurent, Nina Ricci, Céline, Chanel, Galeries Lafayette, Hermès, Kenzo, Lanvin, Longchamp and Louis Vuitton, as well as Repetto, Galeries Lafayette, Printemps, La Redoute, Lacoste, Jonak, Kaporal and Petit Bateau.

While certain exhibitors noted a slight decline in footfall, the rhythm of activity was sustained over the two days of the tradeshow, which serves as a platform for both current clients and future ones to place orders.

The visitors were more or less all French, some 97%, but international players came from Britain, the US, Switzerland, Belgium, Japan, Germany, the Netherlands and Canada.
The news event from the Parisian organisers -- Denim Première Vision -- will take place May 23 and 25, followed by the pre-collections tradeshow Blossom Première Vision on July 4 and 5. From here though, the Première Vision New York Design edition will take place April 10 and 11.

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