

PRESS EVENTS AT THE SEPTEMBER 2017 SHOWS!

19-21 SEPTEMBER 2017 - 9 AM / 6:30 PM

PREMIÈREVISION®
CLOUD OF FASHION

18 | 19
AUTUMN
WINTER

Stop by and meet us
in the Press Club
of the Première Vision Paris
shows (Mezzanine of Hall 6).
Our team will
be pleased to welcome
and guide you.

PRESS CONFERENCE

Keys to organising your visit and staying informed about all the news at the shows.
> Presented by Gilles Lasbordes, General Manager of Première Vision.

Tuesday 19 Sept. - 11 am - Press Club – Mezzanine of Hall 6

Reminder: The press release containing show results will be sent out Wednesday 27 September.

AUTUMN WINTER 18/19 FASHION SEMINARS AND TREND TASTINGS

SEASON TREND TASTING

This seminar will present the season's influences, the major transversal currents and the various complementarities existing between fabrics, leathers, patterns and accessories.

**Daily at 11 am
Hall 5 - room 501**

COLOUR & FABRICS TREND TASTINGS

An essential tool for a full understanding of the colour range and the indispensable fabrics for the autumn winter 18/19 season:

**Daily at 12:30 pm
Hall 5 - Room 501**

> The TREND TASTINGS fashion seminars are presented by the Première Vision fashion team and are in both French/English. Attention: space is limited, please register in advance at the Press Club

LEATHER FASHION BREAKFAST

This seminar presents the trend concept for Spring Summer 18, as well as the season's key colours, products and materials for the leather and fur markets. It also presents a special focus on the very latest news spotted and gathered from the show's exhibitors.

**Daily at 10.30 am
Première Vision Leather- Hall 3
Conference area / Free access.**

> Available in French/English/Italian and presented by Claude Vuillermet, Fashion Director of the show

DENIM PV SEMINAR

Discover the AW1819 Denim Fashion Trends along with information about next Denim Première Vision show (14/15 Nov. at Paris Event Center).

**Wednesday 20 Sept. at 2 pm
Thursday 21 Sept. at 2 pm
Hall 5 - Room 501
Free Access**

AUTUMN WINTER 18/19 INSPIRATIONAL FILMS

PREMIÈRE VISION FABRICS

A film inviting viewers and visitors to dive into the Autumn Winter 18/19 season, overturning viewing angles to free the imagination.

The Forum – Hall 6

PREMIÈRE VISION LEATHER

An exploration in images of all the creative leather and fur inspirations and directions for Autumn Winter 18/19 season.

Trends Gallery - Hall 3

SPECIAL EVENTS

PRIZE CEREMONY FOR THE 9TH PV AWARDS

The Jury driven by President John Malkovich, will be awarding the most outstanding creations among the exhibited textiles and leathers.

Tuesday 19 September 2017 at 5.30 pm

Première Vision Fabrics - Hall 6, The Forum

> A special ceremony followed this year by a new DJ set performed by French electro-pop duo **SYNAPSON at 6.30 pm!**

AWARDING OF THE TEXPRINT®

COMPETITION PRIZES

TEXPRINT® presents the best of the UK's newly graduated textile designers in the veranda of la Maison Designs. The TEXPRINT® Prizes ceremony will be lead by Japanese designer Yuma Koshino.

Wednesday 20 September at 4.30 pm

**Première Vision Designs - La Maison Designs
Hall 5 North**

CONFERENCES

SMART TALKS

Live discussions about circular economy & the fashion industry at the heart of the annual Smart Square dedicated to responsible creative fashion.

Smart Square

Première Vision Leather - Hall 3

> Conferences presented by Giusy Bettoni, President of C.L.A.S.S. and consultant for Première Vision on sustainable innovation and development for textiles, fashion and design.

CIRCULAR ECONOMY:

WHAT IS IT? CHALLENGES AND OBJECTIVES FOR THE FASHION INDUSTRY

> *Speakers: Sven Hermann (Hellen MacArthur Foundation), Chris Grantham (IDEO), Andreas Röhrich (Wolford AG).*

Tuesday 19 September at 3.30 pm

CIRCULAR ECONOMY:

ACTIVATING INNOVATION FOR A NEW APPROACH TO THE FASHION SECTOR

> *Speakers: Craig Arend; Orianne Chenain (Fashion Tech Lab), Cyrill Gutsch (Parley for the Oceans).*

Wednesday 20 September at 11.30 am

CIRCULAR ECONOMY:

WHICH ARE NEW BUSINESS MODELS SUPPORTING THIS APPROACH?

> *Speakers: Chiaretto Calò (Imprima S.p.a.), Piia Lehtinen (Design District Helsinki), Hannes Parth (Frumat).*

Thursday 21 September at 11.30 am

SMART TALKS BY INVITED GUESTS

Live masterclasses by special guests and experts, among which industry players specialized in sustainable development exhibiting in the Smart Square Service zone.

Smart Square - Première Vision Leather - Hall 3

BLUESIGN® PRESENTATION

Fashion's Future – Lessons to learn from the outdoor industry

> *Jill Dumain, CEO bluesign® technologies ag, former responsible for Sustainability at outdoor brand Patagonia.*

Tuesday 19 Sept. at 1 pm

MARCO RICCHIETTI'S BOOK PRESENTATION

Neo-Materials in the Circular Economy

Tuesday 19 Sept. at 2 pm

EURATEX PRESENTATION

Brief for the European industry to profit from the circular economy

Wednesday 20 Sept. at 2.30 pm

WEARABLE LAB^{PV} CONFERENCE:

**TECHNOLOGIES, START UPS & FASHION BRANDS:
WHAT DOES THE FUTURE HOLD?**

Première Vision Paris launched its Wearable Lab platform dedicated to fashion tech last February through an annual space. In September, it finds its expression in a roundtable to explore potential synergies between start-ups and fashion brands.

> *Discussion moderated by Noémie Balmat (Clauette.cc) and created by Anne-Sophie Bérard (Paris Creation Conception, consultant for Première Vision).*

> *Speakers: Liz Bacelar (Decoded Fashion), Kelly Krause (SXSW Interactive), Thierry Petit (Showroom Privé), Jan Zimmermann (Forster Rohner Textile Innovation).*

**Wednesday 20 September at 3:30 pm
Hall 5 – Room 501**

FASHION SHIFTERS:

MEET THE PEOPLE THAT ARE RESHAPING THE INDUSTRY

Success in fashion is no longer just about the product. The way it has been manufactured and endorsed to the right consumer is equally important. It is time to connect all actors in a Cloud of Fashion.

- > Discussion moderated by Matthijs Crietee, Secretary General IAF-International Apparel Federation and Dhyana van der Pols Nash international, consultant PV The Sourcing Connection, Denim PV
- > Speakers: Jurian van der Meer (Commercial Director, Endemol Shine), Ronen Luzon (CEO and founder, My Size ID), Jonas Wand (CSO, FourSource Group), Guido Brackelsberg (CEO, Setlog).

Tuesday 19 September at 2pm - Hall 5 - Room 501

FOOTWEAR AND LEATHER GOODS INDUSTRY CONFERENCES

**Première Vision Leather
Hall 3, Workshop and Conference Area**

INNOVATIONS - CONSULTING - KNOW-HOW

Consultant, footwear designer and IFM professor Nathalie Elharrar will share her experiences for successful footwear collection.

Everyday at 3 pm

THE LAST, THE HEART OF A SHOE

By CTC (Conseil Technique du Cuir)

Tuesday 19 September at 12 pm

COLORIMETRY AND THE ART OF KNOWING HOW TO EVALUATE COLOUR

By CTC (Conseil Technique du Cuir)

Wednesday 20 September at 12 pm

Thursday 21 September at 12 pm

CONFERENCE: JEWELLERY AND 3D PRINTING

Presentations and demonstrations around the issues involved in digital manufacturing for jewellery by the Wheeldo fablab, a specialist in 3D printing.

Every day at 2:30 pm - Hall 4 - JEWEL FAB LAB area

IFM-ALUMNI MEETINGS:

Collectioning and new collection rhythms: what are the challenges? what approaches are being pursued?

Presented by the alumni association of the Institut Français de la Mode (IFM ALUMNI).

- > Speakers: Remi Faye (Céline), Mattias Ganem (Techtera), Sophie Lemoine (Vanessa Seward), Marie-Francoise Loisel-Cassaingne (Maison Rabih Kayrouz), Yann de Rivoallan (The Other Store), Joelle Samama (Sinequanone).

Tuesday, September 19 at 3.30 pm - Hall 5 - Room 501

SAGA FURS CONFERENCE:

FUR INNOVATION INSPIRES CREATIVITY

The Danish furriers from SAGA FURS (stand 311) will present the latest fur craft techniques.

**Wednesday 20 September at 11:30 am
Première Vision Leather
Hall 3, Workshop and Conferences area**

LENZING™ CONFERENCE:

Transparency is an upcoming need in the fashion industry. Lenzing™ EcoVero™ - the new standard in eco-responsible viscose - meets this trend.

Tuesday 19 September at 1.30 pm - Hall 5 - Room 501

UKFT PRESS BRIEFINGS

The UK Fashion & Textile Association exhibiting at Première Vision Fabrics presents key British fabric developments in collaboration with the Campaign for Wool.

Première Vision Fabrics - Hall 6, Stand 6R15

> FOCUS ON BRITISH HERITAGE FABRICS
Tuesday 19 September at 3.30 pm

> FOCUS ON BRITISH NOVELTY FABRICS
Wednesday 20 September at 10 am

> BRITISH CASUAL AND OUTERWEAR FABRICS
Thursday 21 September at 10 am

CADICA GROUP PRESENTS ITS A/W 18/19 TRENDS

General trends by the CADICA GROUP (Stand 4G33 - 4H32), maker of woven labels and tapes, ribbons and embroidered badges, printed and plastic labels...

Hall 5 - Room 515 AB

WOOLMARK STUDENT SEMINAR

FROM FIBRE TO FASHION

Follow the journey of wool through the many manufacturing processes involved in creating premium apparel and sportswear, and learn about the characteristics of wool in the context of the **Fall/Winter season 2018/19**, and the many possibilities it offers a designer in the textile and fashion industry.

- > Lecturer: Professor Sheila-Mary Carruthers, an expert of 45 years of consistent design development in the field of textiles and fashion

**Thursday 21 Sept. at 10 am and 11.30 am
Hall 6, Room 610**

EXHIBITS AND EVENTS

THE SMART SQUARE

The Première Vision annual space dedicated to Smart Creation is evolving, offering a space for exhibition and analysis with:

- > *Information about Smart Creation*
- > **Smart Square Services:** a selection of industry players specialized in sustainable development.
- > A forward-looking **Smart Library:** the most innovative responsible developments selected from the Autumn Winter 18/19 collections of 50 exhibitors.
- > A **Smart Wardrobe:** 10 finished products from established brands using responsible sourcing and manufacturing processes from Première Vision Paris exhibitors.
- > A cycle of **Smart Talks** dedicated to the circular economy.

Première Vision Leather - Hall 3

JEWEL FAB LAB: INNOVATION FOR JEWELRY

A place for experimentation and discovery where 3D printing meets traditional know-hows.

The Italian company **Sem-Ar**, maker of jewellery components will present its traditional and manual know-hows. **The Wheeldo fablab**, a specialist in 3D printing, will introduce 3D techniques.

Première Vision Accessories – Hall 4

MAISON DESIGNS: SHOWCASING TEXTILE

PATTERNS AND CREATIVITY

A new original zone to highlight the many facets of textile design. This House of Designs presents the AW 18/19 fashion directions with artworks of Première Vision Designs' exhibitors. Textile items are all printed and fabricated by Italian company **Miroglio Sublitex** (Stand 5V52-5W51).

Première Vision Designs – Hall 5, North

EXHIBITION BY VANESSA SCHINDLER

The winner of the 2017 Grand Jury Prize Première Vision at Hyères presents her collection.

Première Vision Fabrics - Hall 5 passageway with Hall 6

FOCUS COUNTRY: TUNISIA

A new area dedicated to showcasing a country's know-hows. Tunisia has been chosen to inaugurate this new event.

Première Vision Manufacturing – Hall 6 North

> *To know more about the advantages of the Tunisian creation and production, do not miss the exclusive get-together organized on the Focus Country area in presence of his Excellency the Ambassador of Tunisia in France, representatives of the FTTH, of the Fashion Week Tunis, of the CEPEX, of Tunisian industrials and of the designer Brahim Klei.*

**Get Together/ Cocktail
Wednesday 20 September at 2 pm**

SURPRISES^{PV}: FREE EVENTS TRAIL

CAKETOYZ CATWALK:

THE FOOD & FASHION SHOW

A special exhibition bringing together fashion, designers, pastry chefs and chocolate-makers proposed by Emmanuel Chevalier.

Première Vision Fabrics – Hall 5, Passageway with Hall 6

PORTRAIT STUDIO

At the heart of la Maison Designs, Izen (www.izenanimations.com) sketches your portrait on Ipad in the special Portrait Studio.

**Première Vision Designs – La Maison Designs
Hall 5, North**

DESIGN NA PELLE BRAZIL EXHIBITION

Brazilian designers have created very unique leather articles by working together with traditional Brazilian tanneries.

Première Vision Leather – Entrance of Hall 3

CONTACTS

PRESS DEPARTMENT

Igor Robinet-Slansky
T. +33(0)1 70 38 70 30
M. +33(0)6 42 06 31 02
i.robinet@premierevision.com

COMMUNICATION DIRECTOR

Claudie Le Souder
T. +33(0)4 72 60 65 30
c.lesouder@premierevision.com

2^E BUREAU PRESS OFFICE

Marie-Laure Girardon
T. +33(0)1 42 33 93 18
M. +33(0)6 82 40 73 27
m.girardon@2e-bureau.com