

A wide-angle photograph of a vast, flat, white landscape, possibly a salt flat or a dry lake bed, stretching to a distant mountain range under a blue sky with scattered clouds. A vertical blue line runs down the center of the image, passing through the text.

CLOUD OF FASHION
PREMIÈREVISION
ISTANBUL

THE PREMIUM HUB FOR MIDDLE EAST
& EASTERN EUROPE FASHION

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CNR EXPO

Press Release, 8 November 2017

PREMIÈRE VISION ISTANBUL: A STRONG RISE IN ATTENDANCE, ESPECIALLY FROM INTERNATIONAL FASHION PROFESSIONALS

This past 18-20 October, the 7th edition of Première Vision Istanbul registered significantly higher numbers, with 7,652 visits in three days, a 10% increase over October 2016. Particularly notable was a stepped-up presence of foreign visitors, now representing 19% of overall visitors. They came from Iran (280), Russia and Ukraine (188), Bulgaria (72) and Serbia (77), as well as from Greece, Qatar, Kuwait, Jordan, Lebanon and more.

Excitement was felt in the stands of the 108 exhibitors from Turkey, South Korea, Italy, Japan, Lebanon, Pakistan, including 17 newcomers, there to present their collections for the Autumn Winter 1819 season:

"It was a very successful show in terms of domestic and international visitors."

Yunsa

"We are pleased with the contacts we made with countries like Iran or Russia." **Gurmen**

"We have had several guests from Russia and Ukraine." **SANKO**

"We observed that there is a high attendance of visitors from the Balkan and Asian countries." **Has Örne**

"There are several young designers in Turkey. These designers follow new trends on social media. And to be able to see the innovations, they visit Première Vision Istanbul. This show allows us to get in touch with these young designers." **Kaskas**

"We believe Premiere Vision has a strong positive impact on the textile sector in Turkey."

Ozel

In terms of fashion, visitors were treated to an insightful perspective of the Autumn Winter 1819 colours and fabrics. Many of them followed the 5 sessions of the "Let's talk about fashion" guided tours through the forum.

Visitors discovered rich and dark decorations, for a mysterious elegance. British classics re-worked with a touch of impertinence, from Prince of Wales patterns in knits, to fluid club stripes and plaids worked in lace. Soft fleeces and woollens for cosy warmth and semi-tech / semi-glamorous fluids for fashion with an Athleisure accent.

The show presented a full range of products: yarns, an exhaustive offer to satisfy every fabric need, a selection of trim producers for apparel and leather goods and some manufacturers offering high level services for fashion brands. Like usual the Small Quantity program was offered to emerging designers.

Additionally, designers and buyers from the Middle East and Eastern Europe enjoyed this opportunity to discover the Sustainable Denim Wardrobe by Lenzing and the Open Fashion Studio.

Four student teams from Okan University expressed their creativity in the Open Fashion Studio. Working from a brief given to them by the Première Vision fashion team, these rising designers created prototypes of bags using products from YKK. They used fabrics furnished by exhibitors at Première Vision Istanbul.

The "Shadow of the Magical Forest" project was awarded top prize by the prestigious jury: Arzu Kaprol (Fashion Designer), Prof. Dr. Demet Irklı Eryıldız (Dean of the Faculty of Art, Design and Architecture / Okan University), Engin Ertugrul, Marketing Manager (YKK), Sabine Le Chatelier, Deputy fashion director (Première Vision). The follow-up to this creative experience will be announced shortly.

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