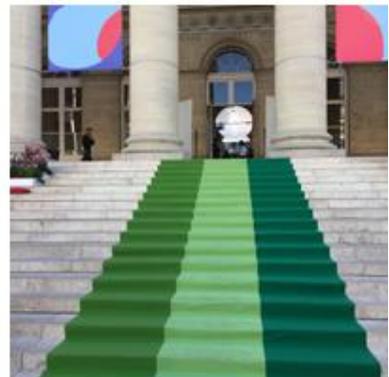
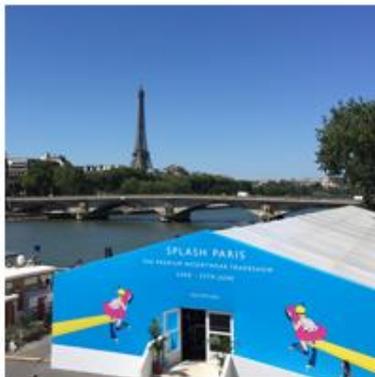
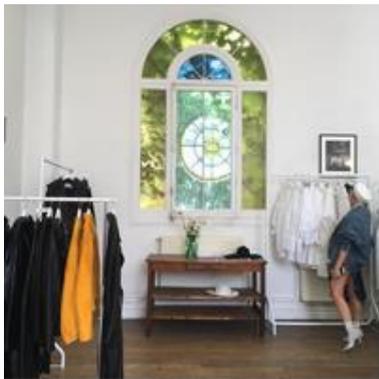


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SHOW REPORT
MENSWEAR AND RESORT COLLECTIONS - SPRING SUMMER 19
PARIS - June 19 – 24, 2018





Along with Florence, Paris is one of the main places where designers need to show their collections if they want to reach international buyers. British brands were there in force this season with more than 120 designers (up 50% from January's edition) exhibiting their collections across tradeshows, multi-brand showrooms or independent standalone spaces. Out of those brands, 16 were recipients of the Tradeshow Access Program grant from the Department of International Trade administered by UKFT.

This was a busy week for menswear catwalk shows. Iconic streetwear designer Virgil Abloh presented his first collection for Louis Vuitton replacing Kim Jones who was showing his first season at Dior. Also on the official schedule was London-based brand Gravalot with a beautiful presentation in Galerie Eric Dupont.

MAN/WOMAN, Tranoi and Splash were the main tradeshows this season. Once again the British Fashion Council's LONDONshowROOMS collaborated with Tranoi, becoming an integral part of their Tranoi Week showroom. Noticeable for their absence was Capsule who are now focusing on Women's main collections.

MAN/WOMAN were again located in prestigious Pavillon Vendome with a very busy feel right from the off. Designers were indeed very pleased with the footfall. Tranoi, still at the Palais de la Bourse seemed a bit more subdued. The impressive venue didn't make up for a somewhat convoluted set up over two floors.

Fairly new but becoming well established after their third season is swimwear and lingerie show Splash. Perfectly located on the banks of the Seine across two tents it had a very good atmosphere and a steady flow of press and key buyers.

Most multi-brand showrooms still favour Le Marais but Tomorrow had a sudden change of location and moved at very short notice to the other side of town in a beautiful building in the 8th arrondissement near Parc Monceau. This last minute change didn't seem to deter buyers and it sounds like Tomorrow will return to their new location for the foreseeable future.

The range of trends covers a wide spectrum. Streetwear and athleisure show no sign of slowing down, while London is still at the forefront for more conceptual designers like Craig Green, Charles Jeffrey Loverboy or newcomer 1x1 Studio. Heritage brands and "made in the UK" have lost none of their appeal and are as popular with Japanese buyers as ever.

Several womenswear brands were showing their resort collections for the first time and a lot of them seemed to be happy with the interest they got from buyers whether they were showing in large shows or multi-brand showrooms. Interestingly, and especially for more established designers it is increasingly the case that buyers spend a higher percentage of their budget on pre-fall and resort collections than Spring-Summer or Autumn-Winter main collections.

A lot of questions remain unanswered surrounding the impact of Brexit on export. There is genuine concern from designers and buyers alike about what is going to happen from March 2019 and the impact on practical issues such as terms of shipping and payments.



What the exhibitors say:

"It was great to be part of the Splash experience and such a fun show. It was wonderful to see so many excellent British swim and resortwear brands there. We were excited to unveil our Spring Summer '19 collection for the first time and we are thrilled with how it looked and also with the reaction." Oliver, **Lovebrand**

"Alphabet showroom is super friendly to both buyers and designers. They have offer great space and good support. We felt very much like home there. Overall we are very happy there." Dan, **Danshan**

"It's been great showing at MAN this season. We are really pleased with the organisation of the show and the footfall." Adrian, **Lou Dalton**

"We think Tranoi has improved by combining different segments across men's, women's and accessories as a joint showcase so people from across the industry can all have easier access to the show without too much hassle. The show space is nice but maybe a little bit too narrow for the amount of brands. It's brilliant to have a guided route for visitors to follow along without missing a stand though. In general the traffic seems to be still low through the entire 3 days despite the fact that we actually had quite some visits". Tommy, **1X1 Studio**

For more information and to apply to exhibit, go to <http://www.tranoi.com/> 4 UKFT
<http://capsuleshow.com/> <http://www.man-woman.co/#/> Email the Organisers as instructed, with a copy to paul.alger@ukft.org. Grants are expected to be available for eligible UK companies, and exhibitors should apply for a grant at the same time as applying for space at the show. Demand will far exceed supply, so any company wishing to apply for a grant should respond as soon as they receive the grant application forms, which will be available in March 2018. For more information on the Paris shows please contact: Paul Alger paul.alger@ukft.org or 020 7843 9463