



PARIS MEN'S FASHION WEEK and Women's Pre - collections JANUARY 2018

Capsule, MAN / WOMAN and Tranoï Homme are the tradefairs which form part of Paris Men's Fashion Week, being at the same time as the men's catwalk shows. Held in the centre of Paris, these events are positioned in smaller venues, often iconic buildings, creating a more intimate atmosphere making them feel more like a large showroom than a trade show..

In addition, there are a number of established showrooms in town, many of them featuring British brands, including The Alphabet Showroom, Nana Suzuki, Polly King, Rainbowwave, The Showroom Next Door, Plan 8, Six London, Ricardo Grassi Showroom and Tomorrow Ltd. For the second time, BFC's LONDONshowROOMS collaborated with Tranoï becoming an integral part of their Tranoï Week showroom.

Both the tradeshows and the showrooms feature established and emerging designers. The categories of participating brands include men's and women's clothing, accessories and footwear, from high-end urban and casual collections, to heritage-inspired and formalwear brands. There has also recently been a surge in streetwear and sustainably-focused labels.

Last but not least, some brands chose to set up their own independent showrooms in order to gain full control over the showcasing of their brand and the costs, which have been steadily rising in Paris. Whilst it is a format that can bring great benefits, this is only advisable to established brands who can afford central locations and have the database and skill to attract buyers to appointments.

With menswear being the fastest growing fashion category for several seasons now, the first installment of the autumn/winter Paris Fashion Weeks is becoming increasingly busy. The official catwalks attract huge numbers of celebrities, and magazine editors and bloggers scour the city in the search for the next big brand to celebrate. The womenswear pre-collections are still very much in the ascendant, making this week a serious rival for the womenswear shows which follow in March.

The UK is still very much at the forefront of cutting-edge design and quality niche manufacture. Over 80 brands exhibited across all events, out of which 18 were supported with Tradeshow Access Programme grants from Department for International Trade, organised by UKFT.

The agency showrooms were extremely busy with crowds of international buyers and press. Most brands enjoyed good traffic and back-to-back appointments. Capsule succeeded in creating a more vibrant and intimate buzz in a new location and showroom format on Rue du Vertbois in the Marais. LONDONshowROOMS was very busy too with a carefully curated selection of young and established British designers as well as a Woolmark-sponsored side exhibition of the International Woolmark Prize 2017 – 2018 Winners and Finalists.

MAN / WOMAN benefited from brilliant locations at Place Vendôme with steady traffic, even if the venues have some challenging sightlines in some of the rooms. Tranoï at Palais de la Bourse had a great atmosphere with upbeat reports from most of the British brands. The new Carreau du Temple site proved quieter but this is expected to improve over time as buyers become accustomed to the new venue. After all, it is centrally located in the heart of the Marais, a stone's throw from most of the other showrooms.

Paris is very much an international platform. Whilst French buyers do visit, most UK companies show here to see buyers from other markets, with Asian buyers being of particular importance. Whilst the



current uncertainty regarding UK's post-Brexit trade arrangements is a topic for concern with buyers and exhibitors alike, the majority of the brands were relieved to find that most EU contacts were still willing and keen to engage with them, perhaps slightly more than had been the case at Berlin Fashion Week. Some of the reported gaining new customers or seeing previous ones returning for new orders, in addition to their regular stockists. Japanese buyers have been especially positive this season following a successful sales season, partly attributed to the colder weather with reached Japan in the autumn.

Paris remains of the most important route to markets for men's designer collections and women's pre-collections and an excellent opportunity to gain international exposure, both with buyers and potential agents and distributors. A number of the UK brands said they had secured orders from buyers they had met earlier in the season – at Pitti Uomo or in Berlin – and for many this was the opportunity to cement relationships with important UK contacts who are reluctant to engage with British brands in the UK. Indeed, there has been much talk in the industry about payment delays from UK retailers in particular and how some, even respected bigger names are becoming increasingly difficult to work with.

As part of our **#BRITSAROUNDTHE WORLD** campaign, UKFT promoted all the British exhibitors under the **#BRITSINPARIS** banner. The list of UK exhibitors can be found here: http://www.ukft.org/documents/about/brits_around/Brits%20in%20Paris%20Mens%20Jan%202018.pdf

In addition, all UK exhibitors (whether grant supported or not) were invited to send images of their collections for a video loop available on YouTube, and a Twitter campaign also took place. More images from the shows can be viewed from our facebook page https://www.facebook.com/UKFT-103335403069814/photos_stream?tab=photos_albums .

Here's what the exhibitors say about the shows:-

"Four Marketing is an amazing showroom with the top buyers coming through. We are very happy there!" **Donna, Donna Ida**

"Tranoi has been very positive for us, as usual. Starting our women's sales this early in the season enables us to catch the budgets while they are still unallocated. Therefore, this is increasingly more important for us than the March shows." **Aldo, Harris Wharf London**

"The show was good, not least because the space on Place Vendôme was truly magnificent. This is our third season showing in Paris, and once again I think it is the right time for brands to sell and buyers to buy." **James, MC Overalls**

"Olivia von Halle have been exhibiting with Polly King & Co. for the last 6 seasons. It's really helped us to expand the number of multi-brand stores we sell to in addition to the larger department stores we have been stocked by since the brand launched. The visitors are truly International, and the showroom has specialists covering Russia and the CIS, Asia and also Germany and Italy- all of which can prove difficult markets to penetrate without agency representation. The showroom has a more curated feel than a trade-show, and there's a good mix between emerging and established brands, and contemporary and designer price-points." **Rachel, Olivia von Halle**

"We showed at both MAN Paris and New York and can conclude that both were worthwhile and positive. The traffic was consistent across both shows, with Paris bringing a greater variety of the



nationalities of store and New York being much more US/Canada focused. Location wise both shows were easily accessed by all buyers and overall we felt they had been well organised.” **Joss, Albam**

Magda McCrimmon, representing UKFT commented: “ This was my second edition of Paris Men’s Fashion Week and the women’s pre-collections for UKFT. This season felt much more vibrant and positive across the tradeshow and the multibrand showrooms. There is a lot of product to be seen here and UK companies have to work especially hard to invest and stand out here but there have been some notable success stories this season”.

The dates for the next edition in June 3 shows have not yet been published. For more information and to apply to exhibit, go to <http://www.tranoi.com/> <http://capsuleshow.com/> <http://www.man-woman.co/#/> and 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