



## Playtime Paris 1 – 3 July 2017

### The International Childrenswear and Maternity Show

#### Overview

The 22nd edition of Playtime Paris on 1 – 3 July 2017 was held as usual at the Espace Evénements in the Parc Floral, near the Château de Vincennes, on the Eastern outskirts of Paris. One of the World's leading international childrenswear and maternitywear exhibitions, it takes place in January and July each year. The show fills several interlinked single-story halls; maternity wear and related items cover 2 halls, other merchandise is spread throughout the remaining 5.

UKFT has worked with the Playtime Paris organisers since it first began 11 years ago; there is no UKFT British group stand, brands have to apply direct to the organisers for space and are then placed in the location which the organisers consider to be the most appropriate for their collection.

Whilst Pitti Bimbo in Florence remains the key international trend show for exclusive and luxury childrenswear brands, Playtime Paris has expanded rapidly, and attracts large numbers of UK brands who are keen to meet quality export buyers from around the world (including a good number from the UK!).

Playtime Paris covers a large part of the childrenswear offer, from designer to contemporary (but largely excluding very classic collections with the exception of a very few classic babywear brands). Children's apparel, footwear and accessories are the major focus, but Playtime Paris is a very important show for maternity wear. Layette, children's giftware, teething and children's jewellery, nursery products and design services, are also well represented.

The "look" of the show is casual and design-focused. The "New Now" section showcases 12 childrenswear brands per season on smaller stands at a reduced cost; situated near one of the main entrances, this is proving to be a popular section. The organisers will sell bare space on which a stand can be built (following strict guidelines), but the majority of exhibitors take an equipped stand package (with walls, chairs, lighting, carpet etc.). Walls and floor can be left bare at a lesser cost, but this does not work for all brands...this is one of many very good reasons for visiting the show before booking space. However highly the show has been recommended to them, a potential exhibitor needs to see what would best suit the look of their collection,.

520 brands exhibited this season at Playtime Paris. 100 of these were newcomers to the exhibition, 400 came from outside France. More space was needed to accommodate additional brand, so a large tent was added at the North entrance of the exhibition **68** brands were from the UK, of which 29 were in receipt of UK Trade & Investment TAP grants.

As part of the #BRITSAROUNDTHEWORLD social media 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/Playtime%20Paris%20July%2017.pdf](http://www.ukft.org/documents/about/brits_around/Playtime%20Paris%20July%2017.pdf)

This exhibitor list was promoted to buyers, agents and press, available on the UKFT website, and a postcard version was distributed at the show.



As with each show to which UKFT takes companies under the TAP scheme, all UK exhibitors (whether grant supported or not) were invited to send their logos and images of their collections for the UKFT Brits in Paris Playtime Paris film, which is posted on YouTube, please take a look :

[http://www.ukft.org/brits\\_around\\_the\\_world.php?page=about&psub=brits](http://www.ukft.org/brits_around_the_world.php?page=about&psub=brits)

#### **Buyer Attendance:**

According to published figures, **5767 professional visitors** attended the show, of these 43.2% were from France, and 56.8 % were international. The largest group of buyers was from Europe, followed by France, Asia and USA.

#### **The Top 5 European countries were:**

Belgium  
United Kingdom  
The Netherlands  
Spain  
Germany

#### **The Top 5 outside Europe were:**

USA  
South Korea  
China  
Japan  
Russia

#### **The visitor breakdown per day was as follows:**

Saturday	Day 1: 33.1%
Monday	Day 2: 35.9%
Tuesday	Day 3: 35.9%

Figures for Press attendance were not given, but the show is always well attended by both the domestic and international Childrenswear specialist Press (print and digital).

#### **What did the British exhibitors say about Playtime Paris July 2017?**

“We were thrilled with the outcomes from the show; we’re busy now following up on sales and have quite a few new stockists, thanks to our presence there.” First-time exhibitor **Marie-Claire Windram** [www.loveandhonor.co](http://www.loveandhonor.co)

“Playtime is our favourite show, it’s always so inspiring. The quality of buyer is good, and we really appreciate the opportunity of showcasing our new range to such an engaging international audience”

A regular exhibitor, children’s footwear.



“Your kind Tweet of the stand and UKFT support was much appreciated. I had a good show and feel confident that there is great potential for me to export the brand to Europe and internationally.” A new childrenswear exhibitor.

“Playtime Paris is as always a well run, creative and dynamic show – as witnessed by the growth over all those years we’ve been going.” **Ally Tyler of Kite** [www.kite-clothing.co.uk](http://www.kite-clothing.co.uk) , a Playtime Paris regular, this was their 16<sup>th</sup> time.

The dates for the next edition of Playtime Paris are 27 – 29 January 2018. To apply to exhibit, go to [www.playtimeparis.com](http://www.playtimeparis.com) and email the Organisers as instructed as soon as the previous edition has taken place.

DIT TAP grants will be available for eligible UK companies, exclusively through UKFT.  
**Exhibitors must apply for a grant at the same time as applying for space at the show.**

**Demand for grants will far exceed supply, so any company wanting a grant should complete and return the grant application forms as soon as they receive them. Grant application forms will be available in August 2017.**

If you would like grant application forms when they are available, or if you would like to know more about the show, please contact Laurian Davies at UKFT  
Tel 020 7843 9460 or email [laurian.davies@ukft.org](mailto:laurian.davies@ukft.org)

[www.ukft.org](http://www.ukft.org)