

ukft

Show Report | Première Vision Paris

13th to 15th February 2018



Première Vision – the show:

Première Vision remains the go-to exhibition on the international circuit of apparel textile shows and continues to attract a diverse and professional audience from around the globe including independent designers, luxury fashion houses, high-end fashion and accessory brands, as well as large-volume retailers. Première Vision has never been an event to stand still, instead the show is continually evolving and responding to exhibitor and visitor needs, bringing fresh and innovative ideas each season to a well-established formula. Having developed from a traditional textiles exhibition, Première Vision today presents as a well-coordinated one-stop-shop for fashion designers and garment-makers, providing specific product areas for garment accessories (buttons, buckles, trims etc), leather goods, creative textile design and of course specific zones for the various fabric types and end uses. The Spring/Summer 19 edition of the show was, as ever, brimming with trend forums, workshops, awards ceremonies, conferences, themed presentations – indeed plenty to keep even the most seasoned visitor interested and inspired.

The most significant development for the February 2018 show was a general re-mapping of the trend areas, resulting in a slightly lower-key approach to the overall presentation of the trend forums. This caused at first a little confusion amongst buyers who were familiar with the previous show layout, but once in the trend forums, visitors reported that the new trend areas were equally accessible and informative.

Exhibitors in the fabric halls were treated to a brand new stand construction (some may argue long overdue!) which (bar a few teething problems) was generally well-received. The new stand construction is contemporary and pleasing on the eye, and all exhibitors remarked on the new improved lighting system.

Première Vision in numbers:

Première Vision boasts a rigorous selection process for exhibitors in its efforts to maintain a high-quality and diverse product selection for the visiting buyers. This season PV was host to 1,725 exhibiting companies (+1.6% compared to February 2017).

Overall recorded visitor attendance was 54,500, with buyers coming from 120 countries. (this represents a 3% drop in attendance compared to February 2017). 71 per cent of the visitors came from outside France. This slight reduction in visitor numbers compared to the previous Spring season was attributed mainly to the overlapping of the show dates with the Chinese New Year, with visitors from China, Taiwan and Hong Kong falling by 42%. US attendance was also down by 5%.

The top 5 visitor nations to this season's PV were France (15,842 visitors), Italy (6,125 visitors), the UK (5,291 visitors – 10 per cent of total attendance), Spain and Turkey, closely followed by Germany, Netherlands and Belgium. Turkey's visitors had increased by almost 20% compared to the previous February show.

Première Vision – British participation:

UKFT supported a strong British exhibitor presence at Première Vision and secured DIT TAP funding for 34 of our exhibitors. British fabric manufacturers were spread across the various sections of the fabric and accessory halls, with significant concentrations in the tailoring/outerwear and high fancy sections. The majority of these exhibitors reported satisfaction with the quality of visitors and the numbers of new contacts made at the show. Two artisan businesses exhibited their intricate embroidery embellishment products in the select Maison d'Exceptions area and both reported a good show.

British textile design studios continue to dominate the aisles of the Designs hall, and are by far the largest country group within Première Vision Designs, with precisely 80 of the 215 exhibitors in this hall being British. The British contingent displayed a vast array of print, weave and knit designs together with embroidery and embellishment creations, providing inspiration for designers and fashion houses the world over. General feedback from the textile designers was that the design hall was significantly quieter than usual due partly, it was felt, to the lack of Chinese buyers, but all had made new and interesting contacts during the show.

UKFT's information stand in its new, more prominent position in the fabrics hall was extremely busy throughout the show and with its display of fabric samples from almost every UK exhibitor at PV, provided visitors with a very visual, trends-inspired overview of the Spring/Summer 2019 offer from the British exhibitors. Access to exhibitors' stands at PV can be difficult, if not intimidating, given the closed nature of the PV stand structure, and so the UKFT information stand provides an excellent first port-of-call for time-pressured buyers who are keen to see 'what's new' from the British exhibitors. In collaboration with the Campaign for Wool, UKFT provided focussed marketing material for visitors to take away, and organised daily 'pop-up' press talks on the stand, with the aim of focusing journalists' attention on the latest technical developments from the British mills.

British Textile Trends for Spring/Summer 2019:

Key looks for **tailoring** for the season included subtle and 'barely there' checks and stripes, soft and mid-pastel suiting shades, all types of stripes including pin-stripes and blazer stripes, wool/linen mixes for a trans-seasonal look, wool/kid mohair for crease resistant and breathable tonic suitings, plus sporty-looking madras/tartan-style fine worsted wools for relaxed tailoring looks. For **casualwear** Superfine Merino wool was de rigueur, with textured wool surfaces being key for the season either through structure or finish: mock denims with a rustic appearance and handle were also prominent, along with exaggerated herringbones and wool/linen/silk/cotton blends. **Novelty fabrics** included lightweight and supple Jacquards with a furnishing design influence, decorative stripes in wool blends with a summer tweed look and also colourful and large-scale tartan checks.

Readers who perhaps did not get the opportunity to visit Première Vision this season, and who would like to receive an e-copy of the 'British Exhibitors at Première Vision February 2018' booklet or the 'British Colours and Textile Trends for S/S 2019' document are welcome to contact textiles@ukft.org to request a copy.

The dates of the Autumn/Winter 2019/20 Première Vision are 19 – 21 September 2018 (NB PV will fall on a Wednesday – Friday in September).

Beyond Première Vision

Whilst Première Vision remains the most prominent international trade show in the UKFT TAP programme for apparel textiles, it is important to note that UKFT are active throughout the year, supporting a wide range of textile companies at other international trade shows:

Heimtextil: The 2018 textile event programme kicked off in early January with our UK group participation at this internationally-renowned trade fair for interior textiles in Frankfurt. The UK group included a broad cross section of home textile suppliers, including producers of fabrics for curtains and upholstery, as well as accessory products such as throws and blankets. Textile design studios also form a significant part of the UK contingent and demonstrate the creative skills for which the UK textile industry is renowned. Heimtextil is the biggest and most comprehensive show internationally for the interior textile sector and provides an excellent shop window to the international marketplace and a great launchpad for new British product developments. Over 70 British companies participated at the event in January, of which 35 formed part of UKFT's TAP-supported group. UKFT coordinated the UK pavilion in the interior fabrics hall, where 12 companies exhibited – other group participants were located in different halls according to their product segment. UKFT had a small information stand alongside the British pavilion, on which fabric samples from the various group participants were displayed. The show was well attended, with notable increases in visitor attendance from Russia and USA, and most British exhibitors reported a positive outcome. Further information on the show and a copy of the British Exhibitors' brochure is available on request from textiles@ukft.org.

h+h cologne: Textiles pervade all areas of our lives, and handicrafts and home sewing are no exception. From 23 – 25 March UKFT will be in Cologne supporting a group of 15 British companies producing textiles such as hand knitting yarns, fabrics for home sewing, tapestry yarns, craft kits, and much more. h+h cologne has grown from strength to strength in recent years, becoming the international hub for the sector, and attracting buyers from USA, Canada, Japan, and of course from all across Europe. Twelve of the companies will be TAP supported, and look forward to a successful showing.

Intertextile Shanghai: China has quickly become a major market for high quality textiles, particularly for the tailoring sector and Intertextile Shanghai, which takes place in Spring and Autumn each year, provides an ideal vehicle for experienced exporters to explore this market. From 14th to 16th March a group of thirteen British companies will be showing in the international exhibitors' hall of this vast show. UKFT have facilitated TAP funding for a small number of the exhibitors at this event. Further information about the show is available on request form textiles@ukft.org.