



Mode City Lyon & Interfilière 9 – 11 July 2016



The show in numbers

This was the show for the Spring/Summer 2017 season. The Autumn/Winter 2017 edition will return to its usual location in Paris, Porte de Versailles, from 21 – 23 January 2017. The July event attracts larger numbers of swimwear, beachwear collections and accessories. The January event brings in a larger selection of thermal and winter sports underwear.

Eurovet, owners of the exhibition, made the decision to transfer Mode City July 2016 to its former home of Lyon (South-central France) for one season, because of the Euro Cup finals in Paris. Lyon, with its long history of silk and fine fabric production, is an attractive home for the show, which was in a modern exhibition hall, Eurexpo, conveniently situated half way between the city and the airport and served by a high speed tram link.

The official show report and statistics are not available at the time of writing but the indications were that there were around 370 exhibitors, across 2 halls. 11,000 buyers (both French and International) and around 400 journalists visited the show.

Interfilière is the section for lingerie components and Hall 6 was divided into sections for embroideries & lace, accessories, fabrics & fibres and textile designers. There was also a Trend Forum showcasing products from the exhibitors in the section which was much photographed by enthusiastic buyers.

Interfilière is a good resource for lingerie designers, manufacturers and for retailers. Everything from traditional lingerie and swimwear fabrics, new yarns and coating systems, lingerie and bra inserts, textile design for lingerie and swimwear, to non-sewn bonding and seaming systems were available in depth. Business was reported to be somewhat slower in this section than in the previous July but many large buyers (especially from UK retail and manufacturing groups) were certainly at the show and placing orders.

A programme of excellent seminars on fibre, fabric and coating development provided retailers and designers some excellent insights into future trends in the industry and marketing techniques. This season's subjects ranged from 'Understanding athleisure', 'Women and sports participation' and 'The importance of sports bras', to 'The base layer concept as a driver for the active wear market' and 'Retail: how to adapt and sell to women who aren't professional athletes'.

Mode City is for finished garments and has various different sectors: Limited Edition (for new designers, where the majority of the UK exhibitors show), Super Heroes (mens' underwear), The Essentials (more commercial collections from larger companies), Designer Labels, Cocooning (nightwear, robes etc.), a Trend Area, an Innovative Product area and some more mixed areas.

There were 9 exhibitors with grants in Mode City and 1 in Interfilère. There were a total of 41 companies from the UK across both sections (around 11% of the total exhibitors). Exhibitor numbers were slightly down on the Paris event in July 2015, with a number of regular visitors choosing not to make the journey to Lyon.

Retailers from all over the world visit the show and there were representatives from newer and developing markets such as South Africa, Israel and South Korea. A number of luxury hotels and resorts also sent buyers. This can be an excellent market for developing specific products and styles and can result in very good business. The general feeling amongst exhibitors was that although footfall was a little lighter, good buyers were there and they were writing orders.

One regular UK exhibitor commented, "I thought the show was quiet until the last day when I took a series of excellent orders. Looking back on the three days, although I found the show slower, I did some really good business".

New exhibitors face the challenge of attracting buyers to their stand and then making them buy and this gets more difficult each season. It is essential to actively 'sell' to buyers at a highly specialised event such as Mode City & Interfilère, where most are under extreme pressure not to bring in new brands but make more profit from the brands they already stock and even to reduce their number.

It is essential for new exhibitors to make their stands inviting, keep them manned at all times (9am - 6.30pm) and to develop a professional approach to potential buyers – the exhibitors which had thought this through were certainly attracting more potential buyers to talk to them than those who had not found the confidence to engage the maximum number of people walking past their stand.

The special benefit to UK exhibitors in an international event such as Mode City & Interfilère is that they are seen alongside their international competitors; this is especially important in giving them credibility with buyers from the UK who visit the show and are in the mood for finding interesting new collections.

Brits at Mode City Lyon

The 41 companies from the UK (see the full list [here](#)) showed collections ranging from swim/gym wear made from recycled fishing nets, to boudoir collections, negligees and camisoles, to first bras.

Every season UKFT asks exhibitors to contribute to the Mode City [film loop](#) which features only collections from the UK and an excellent variety of merchandise was submitted. This remains on the UKFT website from one season to the next as an aide-memoire for buyers.

Special background to this event

The show took place just two weeks after the EU Referendum but transport and accommodation had been booked by then, so the result could not really be considered a factor in numbers at the show. British exhibitors along with many others were in a state of shock about the outcome and the UKFT export team discussed the consequences of the Leave vote with most of them.

Many exhibitors import (at the very least) fabric and components from Europe, China or India and the exchange rate of sterling against the major international currencies, combined with the uncertainty that large changes in exchange rates provoke in buyers were the principal causes for concern amongst most of the UK exhibitors during the show. The thought of the reintroduction of import duties and the possible need for expensive export documentation for temporary importation of collections for exhibitions in EU countries was a major talking point and one which was dreaded universally by the exhibitors.

The weakness of Sterling against the major international currencies was making UK collections appear cheaper but enthusiasm for that amongst buyers did not counteract their extreme concern about the future of buying from the UK and worry about how the outcome of the Brexit negotiations will affect the UK's ability to continue to trade internationally.

Getting accepted into Mode City Lyon

UKFT has worked with the show organisers for many years. They have a strong marketing team and an excellent knowledge of the lingerie and swimwear market. This is due in part to the other niche exhibitions which Eurovet also runs in Riviera Mode City Cannes, Interfilère Hong Kong and Shanghai, Moscow Mode Lingerie & Swim, Interfilère and Curve New York and Interfilère and Curve NY at MAGIC.

Eurovet runs a very successful event and are in the happy position of being able to select from a waiting list of aspiring new exhibitors each season.

Potential exhibitors must first visit a show to demonstrate their commitment and interest and as an essential part of their research. They should then approach the organisers in a considered but enthusiastic manner well in advance of the next event. UKFT can advise on how to go about this.

Grants for showing at Mode City Lyon

Tradeshow Access Programme (TAP) grants are payable as a reimbursement after the show and available through UKFT. Please email Laurian.davies@ukft.org for the application forms. New exhibitors should apply for a grant at the same time as applying for space at the show. The number of grants is usually less than the number of companies which would like one, so it is important to apply as soon as you know that you would like to exhibit.