



Paris Mens Fashion Week Report 20 – 23 January 2017



Capsule, MAN and Tranoï Homme & Preview are trade shows featuring established and up and coming designers covering clothing, accessories and footwear, ranging from high-end urban and casual collections, to heritage-inspired brands, formal wear and artisan products. These shows form part of Paris Men's Fashion Week and take place in Paris after London Collections Men and Pitti Uomo, at the same time as the men's catwalk shows. These shows are not held in conventional exhibition centres but at iconic independent buildings that are smaller and more intimate.

This season, 16 British brands received the TAP funding to exhibit in various shows during Paris Men's Fashion Week.

At Capsule, 144 brands showed from 20th January to 22nd January 2017 at Maison de la Mutualité, 24 Rue Saint-Victor. 7 British brands exhibited at Capsule including Field of Ponies, Gymphlex, Country of Origin and JJ Emlyn. This season, the basement level was not used as the organisers opted to concentrate the lower number of exhibitors on the upper levels.

At MAN 126 brands showed from 20th January to 22nd January 2017 at 25 Rue Yves Toudic in Paris. 14 British brands exhibited at MAN including Jo Gordon, Alice Made This, Okun Beachwear and Sunspel. MAN had a busy show and appeared to have more exhibitors compared to last season.

Tranoi Homme showcased men's collections at the new site at Carreau du Temple whilst the Women's pre-collections and mixed collections were at the Palais de la Bourse. The new location at Carreau du Temple is located amongst some of the largest and most important showrooms in the Marais during Paris Men's Fashion Week. A number of exhibitors felt footfall continued to be down season on season but those who had been able to do their groundwork prior to the shows reported that they had a good show overall.

The next men's show and women's pre-collections are expected to be 23rd – 25th June with Tranoi already announcing that the venues will be Palais de la Bourse and the Carreau du Temple.

In addition to the tradeshows, there are a number of established multi-brand showrooms in town, many of them featuring British brands including Resident Showroom, Concrete Studio, D/ARK Concept, Four Marketing, Polly King and The Alphabet Showroom

Paris is an international platform where most UK companies target buyers from other markets, with Japan and South Korea being particularly important. Paris is the place to get exposure internationally and to meet potential agents and distributors, as well as buyers. It is often the case that brands actually write orders in Paris with buyers who saw them earlier in the season at Pitti Uomo in Florence. It is also an opportunity for them to meet important buyers from the UK, with whom they often struggle to get appointments at home. One UK brand has suggested that by insisting his regular buyers order in Paris, the resulting buzz on the stand brought additional UK buyers onto his stand and increased business.

As part of UKFT's Brits Around The World campaign, we promoted all the British exhibitors under the Brits In Paris banner, with all UK exhibitors invited to supply images for the seasonal video on YouTube. Additional show imagery can be viewed on the UKFT Facebook page.

What the exhibitors say

Josh, JJ Emlyn - Capsule:

‘This was our first season showing in Paris and we were encouraged by the interaction the buyers had with us and the feedback on our product. We gained our first two stockists at the show, and have many further leads to follow up on, for further potential business. We shall definitely be showing in Paris next season.’

James, Gymphlex – Capsule:

“CAPSULE Paris was a great show. Well organised. Lovely venue. Very stylish setup. The visitors were of a very high quality. We saw buyers from all around the world, including the USA, Canada, Russia, Australia, France and the UK. This was our first International show and we found the whole experience extremely positive for our brand. It has given us confidence to look further afield for customers who will really appreciate the UK focus and origins of our 110 year old sportswear brand.”

Matthew, Matthew Calvin – Tranöi:

“We found that the Tranöi Preview show was very quiet but were accepted into the March show which we wouldn’t have been had we not exhibited at the Preview show.”

Josh, rh45 – Tranöi:

“Tranöi is always good for us. However this season was particularly strong. We wrote 21 orders at the exhibition. We see a really strong mixture of quality customers at Tranöi.”

Saeed, Story MFG - MAN:

“This season we saw a lot of Japanese buyers and some South Korean ones too which we think will be important for us. One thing which wasn’t ideal was our position in the show - we were in a room less visited and I think it meant buyers were unaware of our brand. That said the groundwork we put in making appointments meant it was still wholly worthwhile for us. We didn’t take any orders at the stand but we don’t expect to start receiving and confirming them until after the show.”

Julie, Fields of Ponies – Capsule:

“Capsule was our first trade show and even though we didn’t see as many people as we had wished for, the contacts we have made were high profile ones and really suit our market. They engaged really well with the collection and we believe these relationships will develop. We have managed to secure an appointment with a Korean buyer and we were pleased to see so many Asian buyers as this is where our potential market lies.”

Patrick, Lathbridge – Tranoi:

“We found this edition of TRANOI to be less positive than when we first showed there in June. The show was quiet on the first day but picked up a bit over the next 2 days. I feel that the dates have something to do with this and that Sat/Sun/Mon or Sun/Mon/Tues would suit buyers better. Buyers are too busy seeing shows and they all seem to stay on in Paris for at least a few days to do showroom appointments.”

Kieron, Les Basics – MAN:

“The show has always been good for us and this season was no different with the quantity and quality of relevant customers excellent both in terms of existing and new business. For the foreseeable future MAN Paris will remain a key component to the way we export.”

Jordan, 8Dix.com – Tranoi:

“This edition has taught us to build our relationship with buyers and secure direct appointments with shops. We had some appointments but passing trade was difficult as the show felt slower than before. That said, we met with stores from Germany and Japan. We gained interest from a showroom in Milan. I think the music at Tranoi at times was a problem. On occasion it was so loud I couldn't hear my buyers.”

Fang, Consistence – Tranoi:

“I felt the show was slightly better that last season traffic-wise. We opened two new accounts, from Harvey Nichols Hong Kong and a Parisian boutique Casting l'homme. The new venue at Temple is bigger and brighter with natural sunlight.”

The dates for the next edition of the 3 shows will be in June.

To apply to exhibit, visit the below show websites and email the organisers as instructed:

<http://www.tranoi.com/>

<http://capsuleshow.com/>

<http://www.man-woman.co>

UKFT still awaits confirmation of grants for next season and are pushing the Government hard for an answer. Exhibitors should apply for a grant at the same time as applying for space at the show.

For more information on the Paris shows please contact Paul Alger or Melissa Tang.