



## UKFT Report

### **Première Vision Paris**

**19<sup>th</sup> - 21<sup>st</sup> September 2017**

Changes in the international textiles trade fair calendar this season meant that Première Vision was under pressure to perform. Milano Unica's decision to move forward the dates of their Autumn/Winter 2018/19 show to July this year, had led to concerns over visitor attendance at PV, particularly from lucrative overseas markets such as Japan and USA, whose buyers might not have wanted to make the journey to Europe twice in one season.

Première Vision, as ever, rose to the occasion and put on a bumper show, packed with new creative initiatives, workshops, awards ceremonies, on-line initiatives, conferences, themed presentations, and was rewarded with an increase in visitor attendance of 7.5 per cent compared to the September 2016 event.

Overall recorded attendance was 60,565 visitors, coming from 129 countries. 73 per cent of the visitors were from outside France. Fears regarding reduced attendance from Japan and USA were totally unfounded, with Japan recording a 7 per cent increase in visitors and USA a 4.8 per cent increase. The top 5 visitor nations to PV remain France, Italy, UK, Spain and China, closely followed by Turkey, Germany, USA, Japan and Belgium in that order.

UKFT supported a strong British exhibitor presence at Première Vision and secured DIT TAP funding for 28 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. New recruits to the British group included two companies in the accessories hall who were also extremely happy with the results.

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 86 of the 222 exhibitors in this hall being British. Incorporating the Texprint® group, 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 a touch quieter than usual, but all had made new and interesting contacts during the show.

UKFT's information stand in the fabrics hall was busy throughout the show (image inserts) 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 Autumn/Winter

2018/19 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.

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 September 2017' booklet or the 'British Colours and Textile Trends for A/W 2018/19' document are welcome to contact [textiles@ukft.org](mailto:textiles@ukft.org) to request a copy.

The dates of the Spring/Summer 2019 Première Vision are 13 – 15 February 2018.