

TEXTINATION NEWSLINE

07-16-2019

PREMIÈRE VISION PARIS IN 09/2019: SPORT, PERFORMANCE AND FASHION THE INSEPARABLE TRIO UNVEILS ITS NEW STRENGTHS

PREMIÈREViSiON
PARIS

The next edition of Première Vision Paris, taking place from 17 to 19 September 2019 at Paris Nord Villepinte, will present the new materials and creative stimuli for the autumn-winter 2020-21 season.

This major event for all fashion industry players brings together, twice a year, the six principle activities in the upstream sector: yarns, fabrics, leathers, designs, accessories and clothing.

In the spotlight: the pinnacle of sportswear, its influence on collections and the development of accompanying technological innovations and technical materials. To address these issues, which now permeate all of fashion, Première Vision's Sport & Tech sector will be prominently featured at the next show. Located in the textile universe of Première Vision Fabrics, in Hall 6, it will bring together 80 exhibiting weavers - including 8 newcomers - to accompany brands and designers looking for inspiration. Their new products will be unveiled in a dedicated space, the Sport & Tech forum, designed around a core theme of «A matter of protection» (protection and innovation).



Sportswear gains ground, playing a major role in collections

The global sportswear market grew steadily between 2011 and 2016, reaching \$280 billion in 2016¹. It has entered into consumer habits and is synonymous with comfort and technical expertise, as well as style and creativity. And France is no exception: according to a recent study², French consumers wear sport clothes 1 day out of 5, and 25% of consumers see the latter as a «trend».

This growing phenomenon has a significant influence on the industry and on those who design and produce clothing and accessories, whether fashion brands using technical materials for their ready-to-wear collections or sports brands developing lifestyle lines. It was to best support these brands that Première Vision developed an offer specially focused on this area within its flagship event: Première Vision Paris.



Protection and insulation: technological contributions

Each edition, the Première Vision teams identify a strong theme based on their international research. As sport wear collections grow increasingly popular, the added performance and technology in these product lines is becoming ever more critical. Consumers have been able to try out the innovative features integrated in their sport apparel for several years now, and expect the same functionality in their everyday clothing. «A matter of protection» has thus been selected as the season's theme for the Sport & Tech sector. A fashion theme that will be particularly highlighted in the dedicated forum, which will present a broader offer of fabrics and high-performance materials from the show's weavers, knitters and finishers to meet the needs of industry professionals.

Marguerite Coiraton, Show Manager of Première Vision Fabrics and in charge of the Sport & Tech trail, added: « The September 2019 edition is particularly interested in how clothes are used to protect against the elements, a theme which will certainly dominate the autumn-winter 20-21 collections. This concept encompasses, for example, insulation, with the development of thermo-active materials, fabrics and fibres equipped with nanotechnologies, and intelligent augmented protection».

In addition to the dedicated sector within Fabrics, Première Vision also offers a Sport & Tech itinerary - available on the show app - bringing together nearly 700 exhibitors specialised in sports and technical materials who can be found at the show. This complete panorama comprises spinners, weavers, knitters, tanners, accessory makers, textile designers and fashion manufacturers.



SPOTLIGHT ON: A preview of a selection of Sport & Tech exhibitors

- **Polartec**: an insulation solution used by outdoor sports enthusiasts for nearly twenty years, Polartec® fabrics come in a variety of textures and weights and are specifically designed to improve performance in a wide range of environments;
- **Pontetorto SportSystem**: founded in 1952, Pontetorto offers a wide range of products from polar fleeces to stretch fabrics, including multilayers, windproofs, waterproof membranes and breathable materials;
- **Schoeller textiles**: a Swiss company specialised in developing innovative textiles, especially warm and resistant fabrics. 'Cosmopolitan', its multifunctional collection, perfectly meets the growing demand for high-performance style, with fabrics where outstanding performance features do not preclude a natural feel and perfect comfort;
- **Swing by Gruppocinque**: an Italian fabric manufacturer using innovative technologies and finishings such as resins, membranes and high-performance treatments;
- **Mackent**: has an offer of highly original textiles with a focus on shock-absorbing spacer knits for lingerie/ ready-to-wear pieces;
- **Sportwear Argentona**: a Spanish brand specialising in fabric manufacturing, is presenting its '2.0 fabrics' with excellent breathability and high comfort. These are adaptable, lightweight, elastic, compressing with an innovative aesthetic.
- **Global Merino**: a maker of technical textiles using merino wool as a base product. It identifies the performance requirements of the item to be created and develops the fabric according to the end use;
- **Shepherd**: a vertically integrated producer of merino knits and apparel, including the world's finest 13.5-micron merino fabric.

New performance codes to better identify innovation

4 new Performance Codes will be introduced at Première Vision Paris in September 2019:

Downproof, to indicate which fabrics will properly block feathers in quiltings;

Multilayer, used very often for fabrics for the world of sports performance;

Washable, for wash-resistant leathers;

Ultralight, used exclusively for accessory components.



A varied and experiential Sport & Tech universe

- A. **A virtual reality experience so visitors can fully immerse themselves in the theme**

To offer visitors a live experience, Première Vision has designed a digital animation about the theme of protection. Using virtual reality, it is designed to expose visitors to a variety of environments and external elements (cold, wind, etc.).

B. Dedicated fashion information

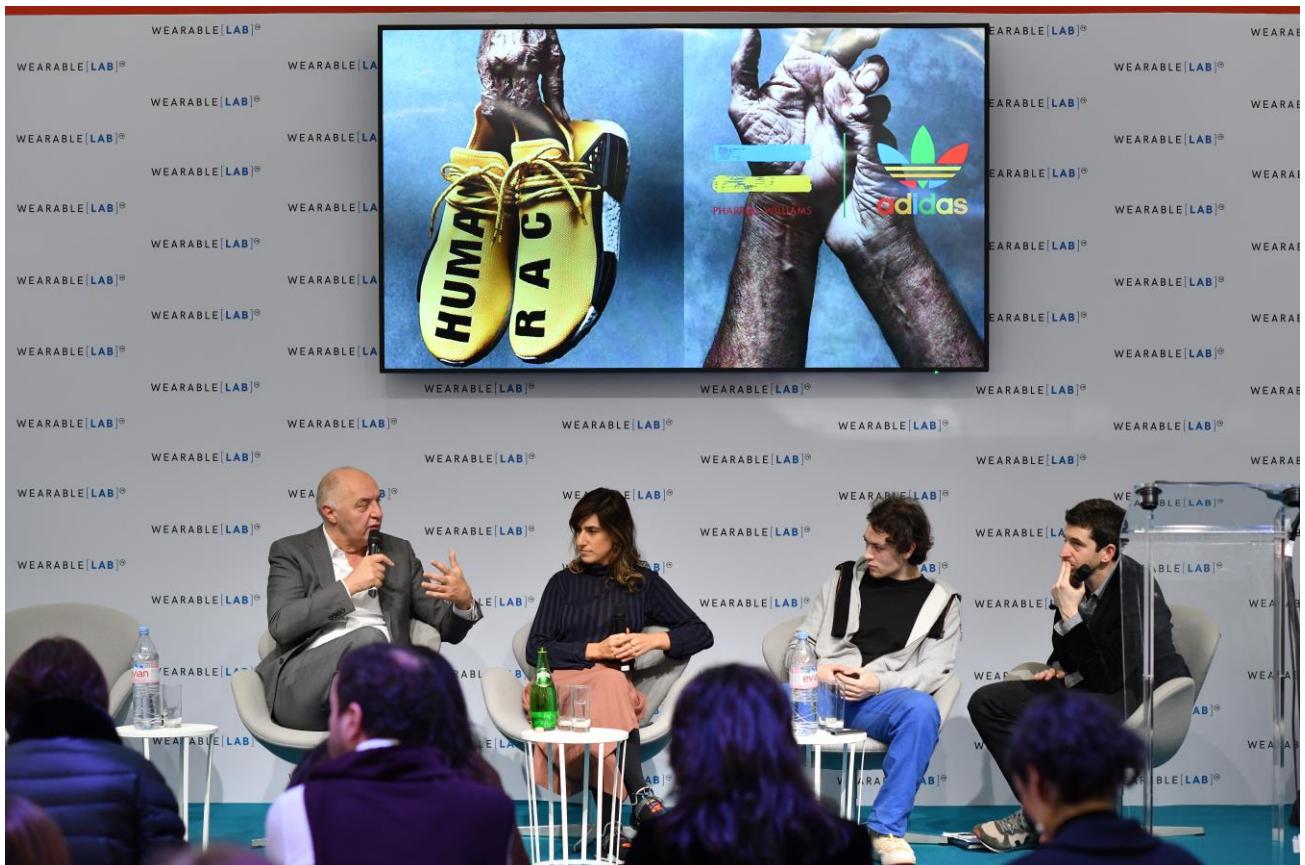
Protection doesn't preclude creativity and style, in fact quite the opposite is true. This season will be marked by fantasy, with materials combining strong colours, prints, motifs and shine. Visitors will thus find an exclusive and creative Sport & Tech forum, built around the following 4 themes: Tech Tailoring, Ski Touring, Soft Outdoor and Snow Fun. It will bring together samples, components and clothing prototypes.

C. A comprehensive and high-level conference program to help guide visitors in their choices

This edition, the conferences will be held in very central locations at the show. A space in Hall 3 will host the conferences focusing on innovation, and a space in Hall 6 will be reserved for conferences on fashion trends.

Here are some of the upcoming presentations dedicated to the world of Sport & Tech (Hall 6 conference space) taking place at Première Vision Paris September 2019:

- **A conference by Pascal Monfort**, founder of the REC trendsmarketing consulting firm, on the theme «**The sport & fashion couple: more than ever inseparable!**»;
- **The presentation of a study on sport and fashion** conducted in the French market by Union Sport & Cycle, which assessed the expectations of 12,500 consumers;
- **Conferences decoding the fashion trends: « Performance, the challenge in fashion » and «Fashion & Sports major influences and innovations for AW 2021»** including exhibitors' pitches to present their latest innovations.



Source: PREMIÈRE VISION

Sources : ¹: Euromonitor International, ²: « Union Sport & Cycle » Study