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PRESS RELEASE
December 13th, 2011

INDIGO NEW YORK AND PREMIÈRE VISION PREVIEW NEW YORK: A RICH, CREATIVE AND RELEVANT OFFER

On Tuesday and Wednesday, January 10th - 11th, the latest collections of fabrics and textile designs will be unveiled at Première Vision Preview New York and Indigo New York (formerly Direction by Indigo). This is the third consecutive year that the two fairs are being held together in the same venue in New York, a synergy translating into an exceptional event for North American professionals. The event provides a preview of the spring summer 2013 collections from mills and surface designers before the world kick-off of the season in Paris. On the other hand, fabric collections and fabric designs for all fashion markets show together under one roof. To date, 209 international exhibitors have confirmed their participation.

An exceptional line-up at Indigo New York

The show continues to expand. The offer, which for several seasons has been growing richer and more diversified, reached an incomparable depth this season. In addition to the 4th and 5th floors, Indigo is also moving into the second floor of the Metropolitan Pavilion. Seventeen studios are participating for the first time in Indigo. There is also a notable strengthening of the children's/juniors' sector, with the arrival of Peagreen, 4 Fashion Print, Atom and Rowena Bristow Studio alongside design studios present for several editions, such as Paul Vogel, La Mansion del Color and Colette and Blue.

Première Vision Preview New York: an offer that hews closely to market needs

The show strives to stay closely in step with North American buyers' needs. Following a survey of the market's key players in late 2010 and early 2011, Première Vision Preview New York is continuing to expand its menswear offer - already quite rich in sportswear - with the strengthening of the suitings offer begun last July. Exhibitors presenting their latest creations at this edition know how to meet the high creative expectations of American designers, who are particularly attentive to prices.



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A new feature of this edition is the first-ever presentation in the U.S. of the outstanding fabrics that garnered top prizes at the 3rd edition of the PV Awards in September 2011.

A broad range of fashion services

The trend areas and services made available to visitors by the Première Vision and Indigo fashion teams will once again establish the leading directions for the spring summer 13 season. Over the course of the two-day show, some twelve seminars will be offered.

For the first time at Indigo, the children's/juniors' market will be the subject of a special fashion focus. This will complement the other sources of fashion information: the ornament trends presented in the 'Influences by Indigo' document, the walls of prints representing the work of the design studios, the fabric forum and the Première Vision color wall.

Thus the offer and services implemented in the U.S. for both the textile-design and fabric markets respond closely to the needs of buyers, with whom the subsidiary of Première Vision and Indigo in New York remains in close contact.

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