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CLOUD OF FASHION  
**PREMIÈREVISION**  
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## PREMIÈRE VISION NEW YORK: CREATIVITY AND SUSTAINABILITY AT THE CORE OF THE SHOW

Spring Summer 19 is set to launch this January 16 and 17, with an offer from some 254 exhibitors representing the fabric, leather, textile designs and accessories sectors. Each universe is welcoming several new companies. Première Vision New York proposes an incomparable international offer, showcasing the know-how of exhibitors from the industry's leading countries (27 countries this season).

In addition, the show presents both an international and proximity manufacturing offer, with the first participation of Canadian manufacturers. Local fashion-manufacturing solutions are once again an integral part of the show, with the CFDA and the Fashion Manufacturing Initiative (FMI) program in partnership with the New York City Economic Development Corporation (NYCEDC). This initiative aims to nurture, elevate and preserve garment production in New York City. This season six companies are present at the CFDA area.

In terms of fashion, the new season will be unveiled in the Forum, which will bring together the exhibitors' most outstanding products.

*«Spring summer 19 has a wealth of new ideas and is truly agile. Nothing is rigid in a season where everything is welcoming, refined and sensitive. Fabric behaviors are malleable, supple and runny. Leathers are sophisticated and adorned in soft fantasy. Skillful and slender patterns intersect. Structures are softened. Hybrids are invented happily, without any noise. Accessories play on shine. Delicacy slips into colors, gently disrupting textures and aspects. It's a season where silhouettes open the door to joyful and determined fashion perspectives,»* explains Julie Greux, the new Deputy Fashion Director of Première Vision.

A new color range will also be presented. For the first time, the range will bring together key seasonal information for the full range of activity sectors: RTW, accessories, leather goods, shoes and components for fashion jewelry. This unique tool is at once technically sophisticated and inspirational.

## NEW THIS SEASON: SMART CREATION SQUARE

This space presents a selection of exhibitors' eco-responsible products for Spring Summer 19, organized according to the Première Vision performance codes, which highlight the specific properties and qualities of the samples: Responsible Production, Recycled, Eco-Friendly Finishing and Organic. Also discover the Smart Wardrobe, featuring an informed look via finished products from Gucci, Filippa K, Orange Fiber and Wolford, using materials from Première Vision Paris exhibitors and produced according to responsible sourcing and manufacturing processes.

## BRAND AMBASSADOR EXHIBITION: MARIA CORNEJO

Maria Cornejo, a CFDA Member, will present several designs created exclusively for Première Vision New York using textiles she selected from the Swiss company Schoeller Textil during her visit to Première Vision Paris last September. Among the fabrics used to create the exhibited collection is the winner of the 2017 Fashion Smart Creation Prize at the last PV Awards. This particular award, presented for the first time this year, honors the most creative and responsible fabric among the collections presented at Première Vision Paris. The designs will be produced locally in New York City by David Wolfson and Associates.

## FOCUS ON THE LOCAL FASHION SUPPLY CHAIN: WEDNESDAY JANUARY 17 AT 12 PM

A panel discussion organized by the CFDA and Première Vision will focus on the hot topic of local production, with Maria Cornejo (Zero + Maria Cornejo), Michelle Feinberg (New York Embroidery Studio), John Jones and Claudia Gorelick (Accenture). The discussion will be moderated by Kate Daly of the New York City Economic Development Corporation.

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