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PREMIÈRE VISION NEW YORK OFFERS THE FUTURE...SPRING SUMMER 2018

The 34th edition of Première Vision New York for Spring Summer 2018 takes place on Tuesday and Wednesday, January 17th and 18th, 2017, at Pier 94 in Manhattan. The industry's most advanced materials trade show will equip attendees with leading edge trends in color, fabric, technology and more, preparing all for the change ahead.

As before, the show includes fabric, accessories, leather, design and manufacturing offerings. New this season, it will be even easier to shop, offering for the first time three distinct itineraries focused on the specialized industry segments activewear, menswear and bridal.

The show's trend area is the best way to begin a journey through the season, bringing direction to life with exhibitors' product offerings, including fabrics, accessories and leather. The expedition continues at Trend Tasting seminars conducted by Première Vision's own Sabine Le Chatelier, Deputy Fashion Director. The seminars offer expert commentary and insight culled from leading international experts and professionals. This season Sabine offers a riff on consumers' (and our own) desire for escape from the intensity of our times, seeking playfulness in our fashion choices.

"This season, we won't be looking for the perfect. We'll celebrate imperfection and the presence of the human hand," says Le Chatelier. "Patterns will be simple, and easy to decipher, while fibers will be hybrid, demonstrating sophistication and transformation."

Smart Materials, a roundtable discussion that is part of PV's Smart Creation program, will be held on Tuesday afternoon, examining the industry's opportunities for sustainability and growth through next-generation innovations. The panel includes Kate Black, Founder, EcoSessions and Magnifeco; Sara Kozlowski, Director of Education & Professional Development, CFDA; Claudia Richardson, Materials Innovation Manager, Patagonia; and will be moderated by Giusy Bettoni, a consultant specializing in sustainable innovation for Première Vision, and the founding president of C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy).

Of course, PV's position of fashion leadership doesn't end with its authoritative, expert seminars. In its ongoing partnership with the Council of Fashion Designers in America (CFDA), this year's PVNY designer ambassador is women's wear designer Nellie Partow, continuing PV's strategy of promoting local creativity in those cities where it hosts shows. The move draws further attention to the PV/CFDA collaborative Fashion Manufacturing Initiative, designed to nurture, elevate, and preserve garment production in New York City, ultimately connecting fashion designers to local manufacturing.

Another first, attendees are invited to personalize their show bags at the custom bar, designed and produced by Recca Group. Then, at Tuesday evening's invitation-only reception, PV has invited NYC mixologists from cocktail bar MACE to create three cocktails (one non-alcoholic!), inspired by spices from the far-flung locales of PVNY exhibitors.

Première Vision New York is the only show of its kind, where companies must go through a carefully curated selection committee before becoming exhibitors. This season sees 287 exhibitors, showcasing the highest quality, most creative and most innovative wares.

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