

POST-SHOW PRESS RELEASE • January 26<sup>th</sup>, 2017



## PREMIÈRE VISION NEW YORK STIRRED THE FASHION WORLD

The outlook was bright at the 34th edition of Première Vision New York, from a shift in offerings by exhibitors and in topics at event seminars; to the general mood of the more than 3,985 visits to the show. From excitement about new products with high-tech and functional treatments, to the very latest in fashion colors and motifs, to anticipation of opportunities, Première Vision New York was the place to plan and launch the new season.

### Smart Creation: leads the way to the future

Among the different events and seminars, a conversation on Smart Materials, part of the PV's Smart Creation program, introduced a standing room only crowd to the very latest initiatives from Patagonia, including the creation of wetsuit materials from FSC-certified rubber (as opposed to non-recyclable neoprene) and recent advances in materials created from spider silk. *"We recognize that sometimes we need to commit to accessing innovation before it's fully baked,"* says Claudia Richardson, Patagonia's Materials Innovation Manager. Sara Kozlowski, Director of Education & Professional Development for the CFDA, went on to discuss several of the organization's initiatives. *"We're accessing that third space between education and industry,"* says Kozlowski. *"Today's professionals are designing much more than clothes."* Finally Kate Black, blogger and founder of Magnifeco; emphasized the importance of consumer education—much the same as shoppers are activated and excited about organic food. *"Three-fifths of garments will end up incinerated or in a landfill,"* said Black. *"It's our responsibility to demonstrate to consumers that innovative textiles are sexy and wearable, not 'scratchy' or made from hemp."*

### An offer in content diversification

Beyond the 287 international exhibitors at this season's show—including renowned companies for fabrics, leather, accessories, designs and international manufacturers—there was also a spotlight on "New York know-how." Part of PV's ongoing collaboration with the CFDA included a dedicated Fashion Manufacturing Initiative section, offering opportunities for local sourcing.

Linda Vandine and Annie Levin of New York Binding, offered custom trim services, all done in Long Island City. *"We can help designers work out yields, offering a wide range of service and machinery,"* said Levin. New York Binding displayed a lovely black ruffled dress by Nanette Lepore, which they helped produce.

New York Embroidery Studio's Colby Whitlock (offering a Marc Jacobs souvenir jacket as an example) said, *"Our clients are excited and happy that this can be done in New York City."*

## **The young designers and brands in the heart of the PVNY strategy**

The support of the new generation of designers is an important part of the collaboration with CFDA such as providing assistance to young brands and designers, particularly with small-scale orders; fashion presentations and selection of brand ambassador.

Brand Ambassador Nelly Partow noted that *"Both the CFDA and Première Vision are all about inspiration, creativity and fashion. I worked for Calvin Klein and John Varvatos before starting my own brand, and really appreciate the support for a young designer that can be found right here, within these walls."*

## **Exhibitors and designers: shape together the Spring Summer 18 collections**

Visitors to Première Vision New York were, as always, delighted to find new and unexpected materials for upcoming collections. *"This is our first time here. We found that the trend area was very well curated and we are excited about designing with what we have selected,"* said Lilia Cohen & María Acquaroni, sourcing for Lilia Cohen brand.

Meanwhile, from right here in Brooklyn, representatives of Kirrin Finch shopped for the shirting company that focuses on making menswear-inspired clothes for women. *"We love prints, and saw some cool florals,"* said Kelly Moffat, Co-Founder and Director of Operations.

Exhibitors seemed pleased that visitors were sourcing a variety of fashion looks and seeking out opportunities for customization.

Luca Breschi of Olmetex highlighted the importance of PFC-free finishing. *"Our most popular demand was for pleated and metallic looks, especially an enzyme-treated look and a linen-coating for outerwear,"* says Breschi. At Tup Mersorize, visitors were seeking out more technical and functional fabrics, particularly those with temperature-regulating properties. Howard Scherzer of Texer said *"We are finding some good customers here! Some 'mom-and-pops,' but several big brands, too."*

Meanwhile at Megisserie Laurent, metallicized leather, but in classic leather colors such as light beige, are particularly important. Similarly, Saygi Textil has received great interest in their most popular Lurex jacquard offerings.

In the design section, Brazilian Adriana Boulos believes in showing "the artist's hand," in her offerings, and New York-based Nikki Martinkovic focuses on super-bold, really colorful offerings, particularly conversationals. *"Prints have changed, going back to larger, bolder scales,"* says Martinkovic, "which is what we're all about!" Les Dessines, also specializes in hand-drawn motifs, decorative art and artist-inspired patterns.

In the accessories area, Mettetal Creations only makes customized items, and finds that color items, in the same color as the leather or trim are big. *"For the most part, we find that the customers all use the same leather, so the metal trims and logos provide a creative way for them to offer real brand identity,"* says CEO Thomas Mettetal. "Many of the visitors didn't know they could customize these trims, so it represented a real opportunity for us."

At Union Knopf, a trend in glass, clear buttons and D-rings offers a message of transparency. Both seem to emphasize allowing the base material to shine through.

From customization to performance, on-trend design to both international and local opportunities, Première Vision New York Spring Summer 18 offered a wide range of inspiration for designers and brands.

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