



July 18-19, 2017 | PIER 94

CLOUD OF FASHION  
**PREMIÈREVISION**  
NEW YORK

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## **PREMIÈRE VISION NEW YORK: A STRONG IMPULSE FOR FALL WINTER 18|19**

Premiere Vision New York kicked off its 35th season, here in New York.

The two-day event took place at Pier 94 from July 18-19th with 322 exhibitors and 3,880 visitors. Fashion professionals came to seek trends, development ideas and new products. In just 2 days designers could meet exhibitors offering a large variety of products.

Renowned for the exceptional fabric offer, the show showcased top mills offering a large choice of embroideries, laces, suitings, silks, wool, knits, shirtings, technical fabrics and more.

This product display was enriched with the products of some international tanneries.

The accessories section pimped the season's offer with labels, buttons&zips, ornaments and textile accessories.

The textile designs area was as usual a profusion of colors, motifs and embroideries. In this period, more difficult for this segment of the fashion, the design universe still offers an exceptional creative energy transmitted by the studios.

Last but not least, Première Vision New York also strives to infuse new and exciting elements within the industry by focusing on new ideas and experiences for its attendees and aspiring business professionals alike. An example for this is the Manufacturing area. For the first time, thanks to the collaboration of Première Vision and the Trade Commission of Peru, 22 Peruvian companies specialized in cotton, alpaca, performance and activewear, and more participated in the show. They enriched the Manufacturing offer of international companies launched at PVNY a few seasons ago.

As Premiere Vision strives to support the Fashion Manufacturing Initiative, the show continues the partnership with the CFDA to showcase and highlight manufacturers based in New York City.

The CFDA area hosted 6 companies and illustrated their services through the outfits of CFDA Members Rag & Bone, Prabal Gurung, Nanette Lepore and Tanya Taylor.

As usual, the first stop of the show was the Fall Winter 18 19 Forum, always approved of by the visitors. In addition of the trend display and the color card, the seminars gave the various fashion and product development tips. The Première Vision Trend Tasting presentation gave the PV vision for the upcoming season. Some of the key points touched on topics such as irreverent elegance, sustainable perspectives, street style (and how its impact has affected fashion over the seasons), the color card for A/W 18-19 and how deep dark colors were making a comeback.

Another highlight this edition was the exhibition of Swiss designer and winner of this year's edition of the Festival of Fashion and Photography in Hyeres, Vanessa Schindler.

The visitors were pleasantly surprised to receive an array of customized gifts from the French lifestyle brand Bensimon, who teamed up with Première Vision, to create a one of a kind experience by providing customized versions of its iconic sneakers.

During this busy time of the year, most of the important companies take time to stop by the show for business and inspiration. Among them:

Adrianna Papell, Aeropostale, Aldo Group, American Eagle Outfitters, Ann Taylor, Anthropologie, Athleta, Banana Republic, Barneys New York, Brooks Brothers, Calvin Klein, Camuto Group, Chico's, Club Monaco, Coach, Cole Haan, Derek Lam, Dillard's, Donna Karan, Diane Von Furstenberg, Global Brands Group, Henri Bendel, J. Jill, J.Crew, Jack Spade Jill Stuart, John Varvatos, Joseph Ribkoff, Karl Lagerfeld, Kate Spade New York, Kenneth Cole, Kipling, Kohl's, L.L.Bean, Lane Bryant, Levi Strauss & Co., Loft, Lord & Taylor, Lululemon Athletica, Macy's, Madewell, Marc Jacobs, Marchesa, Michael Kors, Nautica, New Balance, Nike, Nine West, Nordstrom, Opening Ceremony, Oscar De La Renta, Peerless Clothing, Perry Ellis, Proenza Schouler, Pvh Corp, Rachel Roy, Rag & Bone, Ralph Lauren, Reebok, Roots Canada, Saks Fifth Avenue, Steve Madden, Target Corporation, The Gap, The Levy Group, The Row, Theory, Todd Snyder, Tommy Hilfiger, Tory Burch, Under Armour, Urban Outfitters, Vf Corporation, Victoria's Secret.

*"My experience with PV has always been great! Really wonderful. I've been coming for the past five years and it's truly inspiring for me as a menswear designer to see what's ahead."* said Todd Snyder during his visit at the show.

**The next Première Vision New York will take place on January 16-17, 2018**

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