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PREMIÈRE VISION NEW YORK: A DYNAMIC KICK OFF OF THE SPRING SUMMER 19 SEASON

Once again Premiere Vision New York brought the latest trends in colors, fabrics, leather goods and accessories to Pier 94. The two-day show that took place on January 16th and 17th offered an unparalleled juncture for professionals in the fashion world looking for inspiration, materials and manufacturing solutions, turning the show into the right place to be to kickstart the Spring/Summer 2019 season.

27 exhibiting countries, 256 exhibitors and 3312 visitors summarize the rich exchange that took place in the 37th edition of Première Vision NY.

"In this Industry, timing is very important. This show is perfect time wise as it gives me a glimpse of what's to come and helps to confirm our Spring'19 direction" said Jane Bong, BCBGMAXAZRIA.

For Fred Tutino, Creative Director of Carlisle the show is the perfect place to find inspiration, trends direction and new fabrics: *"Such a great event. We do both Paris and NY venues. Fabulous exhibitors."*

"This show has blown my mind, it has been a great source of inspiration. All these fabrics and its endless possibilities have definitely triggered my creativity." said Zainah Saccob during her visit at the show.

A rich program of relevant seminars carefully planned contributed to key seasonal information. The show brought excitement to both visitors and exhibitors. Companies saw an increase in the number of new customers compared to the July 2017 edition.

"It's been a great show, we have seen a great flow of new customers, which is a good way to renew our customer base overseas" (Gratacos, Spain)

This positive outlook was also shared by many other vendors like Malfroy Millon (France), Silkomo (Italy) Tabel (Portugal) to name a few.

"We have seen double the volume than the last PV edition. We had 50% returning customers and 50% new customers which is great" (Nikki Martinkovic, NY)

Exhibitors like Tintex, Kyorene and Birla which added innovative fabrications to the wide array exhibited in the show also shared a positive outlook. Both coincided in the great opportunity that the show offered to increase visibility in the market. View which was also supported by the Canadian manufacturers that joined Premiere Vision for the first time.

Continuing a long time collaboration and commitment with the CFDA to support local manufacturing in the fashion industry, Première Vision created once again the space to promote and strengthen the American Fashion in the global economy.

PREMIÈRE VISION ADVOCATES FOR SUSTAINABILITY AND INNOVATION

Another highlight of this edition was the exhibition of the capsule collection created by Maria Cornejo exclusively for Première Vision NY. The designer was named brand Ambassador of the show by CFDA and Première Vision.

For this, the designer used the prize-winning fabric by Schoeller chosen in the 2017 Fashion Smart Creation Prize, Paris. The collection was produced locally by David Wolfson and Associates

"Première Vision is an important landmark in the fashion world, it's a place to nurture your creativity and get inspired. We are here to represent American designers and to connect them to new resources and opportunities. Through our project we hope to give visibility to American brands and also to bring attention to the talented technicians and the high quality services that the Fashion Industry has to offer in NY." Said Steven Kolb, chief executive officer and president of CFDA.

The opportunity of the local production was also complemented with a panel discussion on local production moderated by Kate Daly of the New York City Economic Development Corporation.

"Fashion is about ideas and desire. Our clients are well versed, they want to know what they are buying, the story behind a garment, behind a collection. We need to go back to a human fashion system, where people buy products they believe in products with a heart" explains Maria Cornejo.

THE SMART CREATION SQUARE HITS THE MARK

As another new development to the show, Première Vision, in its commitment to remain relevant and innovative, introduced a "Smart Creation Square" in its new edition. The square presented a selection of sustainable fabrics together with a "Smart Wardrobe" featuring finished garments that showcased materials from Première Vision Paris exhibitors produced ethically. Visitors were really enthusiastic about this initiative which proves that the market is definitely getting more and more ready for a shift towards eco-responsibility.

Renowned for its creative unique offer covering all the universes (fabrics, leather, textile designs, trims and manufacturing) and its ability to bring forward innovation and poignant experiences Première Vision continues to be a leading paradigm in the Fashion World. Creating a gathering of fashion professionals under one roof doesn't fail to generate a great symbiotic energy greatly enriching the Fashion Industry in every direction.

Next shows: Première Vision New York Designs - April 10-11, 2018
Première Vision New York - July, 17-18 2018

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