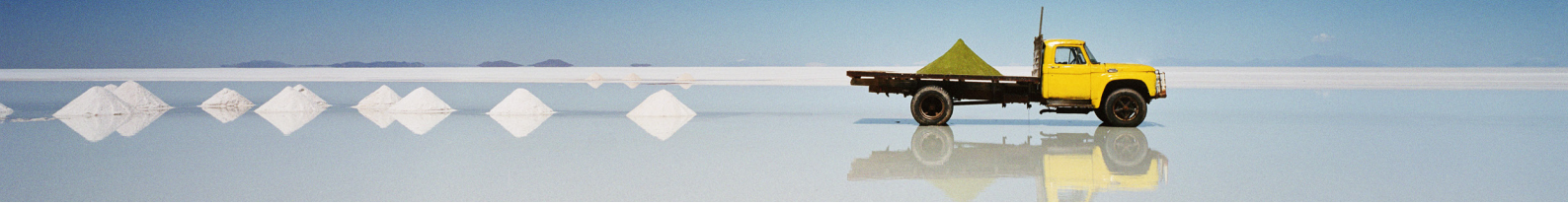


July 17-18, 2018 | PIER 94

CLOUD OF FASHION
PREMIÈREVISION
NEW YORK



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PREMIERE VISION NEW YORK FALL 19 WINTER 20

PROMOTING INNOVATION AND CREATIVITY

A°19 W°20 is set to launch on July 17th & 18th, with an extended offer throughout the 5 shows – Accessories, Manufacturing, Fabrics, Designs and Leather- and the development of the Yarns and Knits sectors. This edition will see a high rise in the number of exhibitors, especially for Designs, Fabrics and Leather, with over 40 new companies making their way to New York for the first time. The 2-day show will offer an unparalleled opportunity for professionals in the fashion industry to find insight on the latest trends, solutions and new partnerships among the 287 exhibitors present.

FASHION TOOLS TO GET THE MOST OUT OF THE SHOW

Many fashion tools will be at the visitors' disposal to enhance their experience. The color range provides inspiration as well as the key seasonal information, and the Trend Tasting Seminars offer a thorough analysis of the season's colors and main trends' orientations. This year, for the first time, an audio guide, available through the show mobile app, will enable the visitors to discover and decipher the Forum, which displays a selection of the season's most inspiring materials, through explanatory audio tracks. To complete this offer, seminars will be delivered by experts from trend books and design agencies. Discover how to create the products of the future with Deborah Weinberg from Minicool, take a look at Promostyl's Sport and Street trend forecast with Jérôme Lamaar, and talk about ethics and globalization with Jeanine Milillo from Carlin.

AN EXPANDED SMART SQUARE WITH THE DEVELOPMENT OF SMART TALKS

Since its launch, the Smart Square, informative and visionary multimedia space on eco-responsible fashion, has been a great success, attracting numerous visitors and highlighting environmental issues which have always been part of Première Vision's values. This summer, the Smart Square expands with the creation of Smart Talks: round tables and conferences about the issues and challenges the fashion industry will face in the future.

For this premiere, the Smart Talks will revolve around Circular Economy and its relationship to design, smart innovation, communication, the creation of new business models and the importance of cooperation. To talk about these themes, several speakers have been invited: IDEO, a global design and innovation company, DESCIENCE, a global collective which explores the links between fashion and science, ARTSTHREAD, the world's leading network for the new creatives, Julie GILHART, famous business consultant from Amazon, and Luna ATAMIAN, writer for Business of Fashion.

HYÈRES FESTIVAL - SUPPORTING YOUNG TALENTS

The Hyères Festival exhibition will be a fantastic complement to this edition's Smart Square. The winners of the Grand Jury Prize Première Vision, Rushemy Botter & Lisi Herrebrugh (Netherlands), will present their highly political men's collection: FISH OR FIGHT.

Claiming their history and origins, the duo has created a collection to promote deconstructed and versatile tailoring, while exposing industrial fishing and its consequences on local economy. Inspired by the outfits of fishermen in the Caribbean, this colorful collection is an active statement and an ode to the environment and illustrates Botter & Herrebrugh's honest and authentic vision of fashion.

PREMIÈRE VISION & CFDA'S "MADE IN USA"

Première Vision continues its collaboration with the CFDA to encourage local manufacturing and to promote American know-how. This year, the CFDA is cooperating with manufacturers not only from the New York area, but also from Greater Los Angeles. The following companies will be present during the show: Funtastic Furs, Dyenamix, New York Embroidery Studio, La La Land, Tom's Sons International Pleating, Atelier Amelia and Werkstatt.

FIND ALL THE PROGRAM ON
www.premierevision-newyork.com
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