

CLOUD OF FASHION
PREMIÈREVISION
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A PROGRAM THAT MEETS THE CURRENT CHALLENGES OF THE FASHION INDUSTRY AND OFFERS INSPIRATION FOR THE FUTURE

Next January 15th & 16th, Première Vision New York will present an extensive program in addition to the exhibitors' offer. An exceptional line-up of Première Vision experts and guest speakers will help visitors navigate this new Spring-Summer 2020 season and the future of the fashion industry.

INSPIRATION FOR SPRING-SUMMER 2020

This edition, the Trend Area will be showcasing the most creative and innovative samples from our New York exhibitors, arranged in 5 themes imagined by our fashion team – one of which will be diluted, watery, wet aspects. Visitors will be able to discover the season theme by theme through an audio guide and seminars presented by our fashion expert Julie Greux for a more in-depth analysis. To complete this information, the Première Vision Color Range will be available for purchase.

For those wishing to have different points-of-view on the upcoming season, two other seminars will be focusing on Spring-Summer 2020: Women's Catwalk Spring 2020 by Promostyl, and Spring-Summer 20 Key Trend Drivers by Carlin.

A STEP TOWARDS THE FUTURE: 3 SEMINARS

With the industry currently going through a major evolution, brands might not always know what the future holds, or how to keep their clientele in an increasingly competitive market. Through our Fashion Seminars, Première Vision aims to help visitors get a more accurate read on the shape of tomorrow's industry and the main factors that might affect it.

Brian Trunzo, from **WGSN**, will be offering an insight into the Gen Z population, their consumption behavior and influence drivers, and **Amanda Parks**, from the **Future Tech Lab**, will be presenting the potential of science for future high-tech fashion. To complement this, a panel will be focusing on the impact of high-tech on eco-friendly fashion evolution.

ADVOCATING FOR A MORE SUSTAINABLE INDUSTRY: 6 SEMINARS

This January, Première Vision continues its commitment for a better tomorrow and a more sustainable future through its Smart Creation program: A Smart Library, where leading sustainable-development exhibitor products are showcased, a Smart Wardrobe, with finished outfits by fashion brands, and Smart Talks, to debate and compare experiences with sustainable fashion experts.

This program will help visitors understand what is being done and what can still be done to move towards a more sustainable business model that will help brands thrive. 2 sessions will be dedicated to technology and sustainability: *The journey to bring a new material to market - a long, winding road* with **Jamie Bainbridge** from **Bolt Thread**, and a demonstration of zero-waste 3D printing by **Sylvia Heisel**. The **CFDA** will be presenting its new sustainability-centered resource hub. A case study and a panel will be focusing on circular economy and the evolution of business models. Some other guest speakers include **Carmen Gama** from **Renew by Eileen Fisher**, **Erin Isakov** from **Erin Snow**, **Dana Davis** from **Mara Hoffman** and **Sylvia Heisel** from **Heisel**.

As for the wardrobe, the 4 outfits displayed will be from the same 4 designers (Eileen Fisher, Erin Snow, Mara Hoffman and Sylvia Heisel) as a way to illustrate and support their points of view on the evolution of fashion.

For more information, please go to our website

www.premierevision-newyork.com



#premierevisionnewyork

**NEXT SHOW:
JANUARY 15 & 16**

ABOUT PREMIÈRE VISION NEW YORK

Launched in 2000, Première Vision New York is THE event for North American fashion professionals. For 2 days, at Pier 94, North American professionals have the opportunity to meet exhibitors selected from among the world's top weavers, leather producers, accessories companies, designs studios and manufacturers.

Première Vision provides an exclusive fashion information through Seminars, to decrypt the season's trends and colours, an Inspirational Forum to see the exhibitors' latest creations and innovations, an exclusive Colour Range with the key seasonal information, and discussion Panels to find solutions to today's and tomorrow's fashion challenges.

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