



## ONCE AGAIN, PREMIÈRE VISION NEW YORK PROVES ITS COMMITMENT TO SUSTAINABLE FASHION THROUGH NEW TECHNOLOGY

Première Vision New York, the major business hub for North American fashion professionals, welcomed a plethora of visitors last week. It offered them a program that reestablished the show's determination to play its part in redefining the fashion of tomorrow.

The show opened its doors to the public on January 15<sup>th</sup> and 16<sup>th</sup>, at Pier 94, to present its Spring Summer 20 edition. For the 39<sup>th</sup> time, 220 weavers, design studios, accessories makers, tanners and manufacturers gathered under one roof to present an extensive offer to some 2 700 visitors.

### AN OFFER THAT ADAPTS TO THE MARKET

As the leading fashion textile show in north America, Première Vision New York has always been connecting the best international brands to the most innovative and creative companies of the fashion industry. Exhibitors got the opportunity to conduct productive business and to meet with regular and new clients such as "H&M, NYCO, BCBG, Micheal Kors & Macy's" (*Visionland*) as well as "Vince, Urban Outfitters, Anthropology, Free People, Aldo" and many more (*Teknochim*).

*"We are very happy with the outcome of the show as we were approached by many big brands. We have seen [many of them] showing a great interest in organic and sustainable products which are socially responsible."* - Teknochim

This edition, to better meet our visitors' needs, the exhibitors' offer was not only complemented by the fashion information provided by our team of experts, but also by an extensive program of talks and demonstrations on sustainability and technology. This allowed visitors to get a better notion of the profound societal shifts that are impacting the industry. The result was a full 360° fashion experience that helped designers prepare their next collections, through inspirational spaces and sourcing solutions.

## SMART CREATION AREA TO FIND SUSTAINABLE SOLUTIONS TO TOMORROW'S FASHION

The Smart Creation Area had a very big success this edition, as an increasing number of brands are trying to find solutions to transform their creations into more sustainable and eco-friendly products. The Smart Library showcased the latest innovations from 30 Première Vision New York Fabrics and Accessories exhibitors. These samples were displayed in 3 categories – responsible, natural or transformative – to help visitors get a better understanding of the offer.

The Smart Wardrobe displayed 4 outfits that illustrate the success of current sustainable fashion brands. Première Vision New York was very happy to present a suit from Erin Snow, a 3D-printed dress by Sylvia Heisel, a swim suit and skirt by Mara Hoffman and a denim overall by Eileen Fisher. In addition to the Wardrobe, Sylvia Heisel presented her 3D printing machine, to explain how technology is essential to creating the materials and garments of tomorrow.

These brands' initiatives, and many others, were presented through the Smart Talks, moderated by our sustainability consultant Giusy Bettoni. The conferences and debates covered a large array of topics, that went from circular economy to zero-waste fashion, from synthetic reproductions of colors and dyes found in nature, to organic and innovative new materials. Amanda Parks, Dana Davis, Erin Isakov and many others presented the latest solutions to today's main sustainable and economical challenges.

*"The smart wear seminar gave me the solution that I have been searching for this past ten years"*  
– Parson's Professor

## MADE IN USA - LOCAL MANUFACTURING

This edition saw a very positive increase in American manufacturers. Due to the renewed partnership with the Council of Fashion Designers of America (CFDA), 13 amazing exhibitors were present to promote Made in USA manufacturing, their how-how and expertise.

To support this initiative, this edition's Brand Ambassador, Ramon Martin from TOME, showcased a capsule collection created with fabrics from Subalpino and manufactured in New York City.

Like many of our visitors, Ramon Martin believes that *"Manufacturing in the USA supports [their] practices of transparency and collaboration and helps [them] make some great designs"*, which is why the offer is expanding every edition, and will continue to grow in the future.

## DECODING THE SEASON

To present the Spring Summer 20 season, Première Vision New York showcased over 300 premium creations on the Trend Area, provided by exhibitors to illustrate the major upcoming trends: *voluptuous fluidity, sporty agility, sophisticated rawness, designs by nature and optimal lightness*. To help visitors navigate this space, an audio guide was available, as well as the Color Range which provides all the necessary color tools for an upcoming collection.

*"This show is a great source of inspiration, and a way to confirm the direction of our collection. Great place to find new trends"* – Aeropostale

For a more in-depth analysis, visitors had the opportunity to attend the fashion seminars, presented by our Deputy Fashion Director, Julie Greux. These seminars, based on consumer behavior evolution and major industry changes, provided all the crucial information to better understand the seasonal and color trends.

*"Seminars were great, efficient and on the cutting edge of the information."* – Parson's Professor

## CONTACT

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## NEXT SHOW (DESIGNS): APRIL 9 & 10, 2019

### 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.

For more information, please go to our website

[www.premierevision-newyork.com](http://www.premierevision-newyork.com)



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