

July 18-19, 2017 | PIER 94

CLOUD OF FASHION
PREMIÈREVISION
NEW YORK

PRESS RELEASE | July 10th, 2017

PREMIÈRE VISION NEW YORK: THE PROMISE OF EXCEPTIONAL CREATIVITY

This coming July 18 and 19, Pier 94 becomes the ideal destination for fashion professionals. They'll find fabrics, accessories, leather and textile designs, along with a major offer from companies proposing manufacturing solutions. To be noted, a first strong presence of Peruvian Manufacturers. 322 exhibitors will be on hand with their new collections, presenting both their special expertise and latest developments for Fall-Winter 18|19.

PREMIÈRE VISION CREATES A UNIQUE 2-DAY FASHION HUB

Through its close cooperation with weavers and color and raw material experts, Première Vision has developed over many years a widely respected trend expertise. The Forum, The Color Range and the Trend Tasting Seminars all provide key tips for the upcoming season.

And for the first time, this season the PV fashion team is organizing the Color Guide Tour: Let's talk about Color. This quick, efficient meeting will fully explore the season's color range.

A complementary program of seminars features fashion experts with an inside view on a wide range of topical subjects, including: "*Accessories: How to create an iconic product?*" by French company Atelier de Sartel, "*New consumer behaviors & accessories trends for FW 1819*" by Carlin, and "*What's Your Brand's Digital & Door Index?*" by MintModa & Demand Worldwide.

PREMIÈRE VISION CONTINUES ITS CONSTRUCTIVE PARTNERSHIP WITH THE CFDA

After a first, successful presentation of the Fashion Manufacturing Initiative (FMI) in January 2017, Première Vision again welcomes the CFDA program created to nurture, elevate and preserve garment production in New York City, ultimately designed to connect fashion designers to local manufacturing. So several companies will be presenting their know-hows in the space dedicated to 'Made in New York'.

Other aspects of this partnership are still being worked on, through projects that will continue to match Première Vision's desire to keep a close eye on market needs and strengthen ties with American designers.

PREMIÈRE VISION WELCOMES THE FRENCH LIFESTYLE BRAND BENSIMON

Over the years, the Bensimon style has moved beyond a fashion style to become an actual life style. Authentic, classic materials and naturally elegant cuts all contribute to the brand's reputation. Bensimon seeks to bring out each woman's individual personality by allowing her to express herself in an infinite number of colorful combinations.

The Bensimon tennis sneakers: Designed in a broad range of colors, over the years they've become an everyday, cross-generational fashion staple. Today, throughout the world, they're one of the symbols of stylish Parisian women. A true international bestseller, the Bensimon tennis shoe is worn regularly by celebrities such as Liv Tyler, Julia Roberts, Naomi Watts, Jane Birkin and Gary Oldman, to name just a few.

Visitors may drop by the show custom bar and opt for the iconic sneakers or tote bag, personalized with trims from our accessories exhibitors: IDEPA, ARTMETAL, RAMPONI, MANIFATTURA MODENESE, REDMARK, ACHILLE VALERA LISSONI, CONTI WEJ, TRES CHIC FURS.

PREMIÈRE VISION GIVES THE STAGE TO YOUNG DESIGNERS

By now a highlight of the show's summer edition, this year's exhibit showcasing the winner of the Grand Jury Prize Première Vision at the Hyères Festival will introduce visitors to a truly exceptional body of work. Swiss designer Vanessa Schindler, winner of the 32nd International Fashion and Photography Festival in Hyères, will show her womenswear collection and will be present in person during the 2 days of the show.

PREMIÈRE VISION INTRODUCES THE CLOUD OF FASHION

Première Vision originated as a celebration of creativity and textile expertise.

Capturing creativity at its source, decoding it, spotting the right disruptors - this is our mission.

And balancing a deep immersion with a broad overview is critical to the task.

That is why Première Vision New York is evolving, leading you now into a new universe.

A real and connected space that embraces the shapes and materials of tomorrow, the coming patterns, the future bests, the new and unprecedented developments, fields and services.

An intense and inspiring experience that opens new business opportunities to all its partners.

With its new tagline «Première Vision New York Cloud of Fashion,» the brand promises to soon unveil a stream of selective information to prolong the experience of its shows.

PRESS CONTACT:

USA

Première Vision Inc. | Thierry Langlais

(646) 351-1942

t.langlais@premierevision.com

EUROPE

Première Vision | Igor Robinet-Slansky

+33 (0)1 70 38 70 30

i.robinet@premierevision.com