



PV PARIS

JULY 2022 PRESENTATION

© Arianna Lago

PHYSICAL

5-7 JULY 2022

PARIS NORD VILLEPINTE

DIGITAL WEEK

4-8 JULY 2022

[PREMIEREVISION.COM](https://www.premierevision.com)

# FOR OVER 45 YEARS, WE HAVE BEEN CREATING MEETINGS AND BUSINESS OPPORTUNITIES

Today, more than ever, our mission is to connect market players, both in person and online, at our trade shows and websites.

PV

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A TRUE **BUSINESS CATALYST FOR THE GLOBAL FASHION INDUSTRY,**  
PREMIÈRE VISION'S VOCATION IS TO:



**CAPTURE CREATIVITY  
AT ITS SOURCE**

decode it, and summarize  
the trends



**TAKE THE PULSE  
OF GLOBAL BUSINESS**

and share it with industry professionals,  
thanks to a selective offer and services with  
high added-value



**PROVIDE INSIGHT  
AND FOOD FOR THOUGHT  
TO PROFESSIONALS**

to meet the challenges  
of their industry

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# AN IDEAL SYNERGY: A PHYSICAL MEETING AND A DIGITAL EVENT



## AN INTERNATIONAL, INSPIRING MEETING,

which is **so essential in terms of creativity**, and the sensory discovery of **new materials**.



## AN ORGANIZED, EFFECTIVE STRUCTURE,

taking place once again at **Paris Nord Villepinte - Halls 4, 5, 6** - in compliance with health and safety regulations.



## AN INTERNATIONAL VISITORSHIP

notable for its quality and diversity.



## FASHION EXPERTISE,

trend decoding tools displayed in the **forums at the physical show**, and on the **digital site**.



## A PROLONGED CONNECTION WITH BUYERS

beyond the mere 3 days of the physical show, thanks to the Digital Week and the Marketplace - Première Vision's e-commerce platform.



## A SERIES OF TALKS AT THE SHOW AND ONLINE

featuring international experts to share the industry's challenges.



## LIVE SOURCING

We're featuring live sourcing sessions to showcase exhibitors' products, and give visitors a chance to order them live as well.



## 3D FORUM

An immersive experience thanks to a virtual tour of one or more fashion forums.

# PHYSICAL AND DIGITAL FORMULA:

PREMIÈRE VISION PARIS: 5-7 JULY 2022  
+ DIGITAL WEEK: 4-8 JULY 2022

## BEFORE THE SHOW

**Fashion webcasts** to decode the season's trends and help you design and create your collections.

**The Autumn Winter 23-24** color range.

## AT THE PHYSICAL SHOW

**A fully equipped stand:** structure, presentation elements, carpeting, lighting, furniture.

**The welcome of your clients and prospects** to your space, and in the networking areas provided for this purpose.

**The presentation of your new collections** in your stand.

**Selected samples of your products displayed** in the forums.

## ON THE MARKETPLACE

**Your online e-shop**, to which you may upload an unlimited number/catalog of products (from 1 July to 31 December 2022).

The ability to **make part of your catalog private**.

**Sales activation of your offer:** sampling and online sales (only for EU companies) with no commission charged by Première Vision.

## DURING THE DIGITAL WEEK

**The inclusion of a selection of your seasonal products in the trend analyses** and forums published online in the Première Vision Magazine.

*And throughout the season, promotional campaigns produced by Première Vision targeting your clients and prospects, to showcase the events, your offer, the fashion decodings and the conference programme.*

# EXCLUSIVELY DIGITAL FORMULA:

## EN ROUTE FOR AN EVEN RICHER & MORE EFFECTIVE FIFTH EDITION!

THE MARKETPLACE PACKAGE & DIGITAL WEEK: 4-8 JULY 2022

### BEFORE THE SHOW

**Fashion webcasts** to decode the coming trends and give you the season's fashion directions.

**The Autumn Winter 23-24** color range.

### THROUGHOUT THE SEASON

*(1 July to 31 December 2022)*

**Your online e-shop**, to which you may upload an unlimited number/catalog of products.

The ability to **make part of your catalog private**.

**Sales activation of your offer**: sampling and online sales (only for EU companies) with no commission charged to Première Vision.

### DURING THE DIGITAL WEEK

**The fashion team's selection of your most creative materials** for the digital forums.

**The inclusion of a selection of your creations in the trend decodings** published online in the Première Vision Magazine.

# THE PERFORMANCE OF SEPTEMBER 2021



## VISITORS

**62,868 visitors**

including 17,100 at the physical show



## ATTENDANCE BY GEOGRAPHY

**43% French visitors**  
and **57% international professionals**

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## MARKETPLACE



## 14 DIGITAL TALKS:

4000 participants



**79 000 E-SHOP  
PAGE-VIEWS**



**+ 124 000 PRODUCTS  
PAGE-VIEWS**

# SAVE THE DATE

## AUTUMN WINTER 23-24

PHYSICAL: 5-7 JULY 2022

DIGITAL WEEK: 4-8 JULY 2022

## SPRING SUMMER 24

PHYSICAL: 7-9 FEBRUARY 2023

DIGITAL WEEK: 6-10 FEBRUARY 2023

## CONTACTS

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PREMIÈRE**VISION**  
*The art & heart of fashion*