Record attendance at Première Vision's Made in France trade show in Paris

By Matthieu Guinebault - 10 April 2017

French fashion manufacturing is increasingly popular across the industry, as demonstrated by the success of Made in France Première Vision, the showcase of French fashion expertise held on 29th and 30th March at the Carreau du Temple in Paris. The event was visited by 3,255 professionals, a record figure marking a 38% rise over the 2016 edition.

This year's edition featured 109 exhibitors between artisans and producers, from garment to fabric manufacturers, accessories specialists, tanners and finishers. The Carreau du Temple venue won universal praise from both exhibitors and visitors, among the latter a steady stream of buyers, designers and collection directors.

Among the major fashion names whose executives visited the show were Agnès B, Aigle, Alain Figaret, Armani, Aubade, Dior, Louboutin, Decathlon, Devred, Hermès, Lacoste, Lanvin, L’Oréal, Louis Vuitton, Maje, Okaïdi, Paul Smith, Printemps and The Kooples.

"This [success] is above all the outcome of the winning strategic approach implemented by Première Vision, to showcase French industrial skills and expertise at the service of the fashion industry," said the organiser. The Made in France Première Vision show will be held again in 2018 at the same venue, while the dates are still to be decided.

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