

tissu premier

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Lille Grand Palais - France

Lille, 22 January 2010

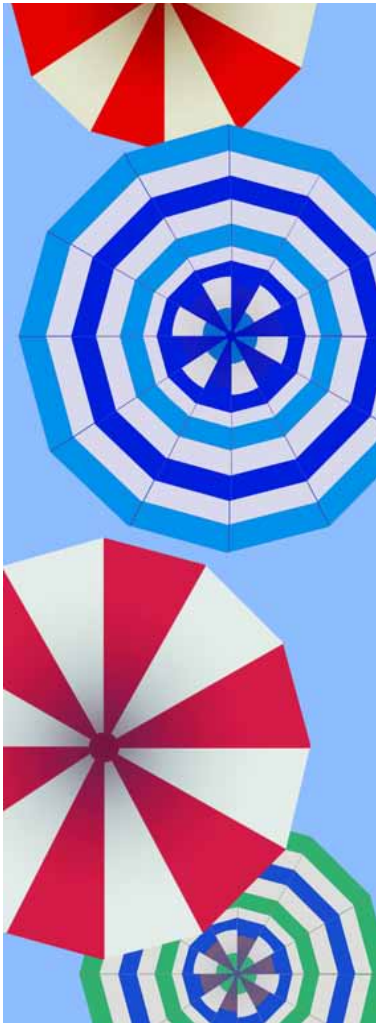
Tissu Premier exudes optimism!

An explosion of colours and fabrics, with impressive prints that are romantic, pastoral and pleasantly punchy! Light, floaty, new fabrics to feel good in!

All the ingredients of a Beautiful Life were there.

TISSU PREMIER, a hub for meeting and doing business, lived up to the expectations of its 3661 visitors of which 35% came from abroad. Brands, designers and all the major players in Northern European distribution rubbed shoulders in the aisles

(TOPO KINDERMODEN, TOMMY HILFIGER, BLUE STORES, C&A, CASSIS, TONICKX, WAJCTEX, WESCO, MONOPRIX, GROUPE ZANNIER, CYRILLUS, CHATAWAK, CHOMARAT, GROUPE BEAUMANOIR, AQUASCUTUM/JAEGER, Mc KAYS, NEXT, DEBENHAMS, PINEAPPLE, M&S MODE, MISS ETAM, FASHION 2 WEAR, etc.)



Short circuit buyers came in numbers and updated their ranges for summer 2010 or even for next winter.

Everyone left the fair with a fresh, positive outlook, armed with arguments and advantages that will guarantee excellent sales in forthcoming seasons.

Creativity and reactivity are driving forces for weavers and manufacturers. Judging from the amount of business generated at TISSU PREMIER, the buyers who visited the stands were evidently receptive to this approach. They saw unexpected components in innovative materials, « therapeutic » denim, zips made of resin for extra flexibility, refined lace, laser cut embroidery, new ink-jet printing techniques: all proof of the effort and long-term investment made to update skills and develop innovation. The new French and foreign exhibitors met with great success. And a round of applause, for the new "e-service" - an online selection of constantly updated and immediately available fabrics.

On a local level, the designers at Maisons de Mode continue to prove their high quality. The preview of the "Aux Marins Célestes" exhibition proved popular. The regional exhibitors also played a part in ensuring that the general consensus on the fair was one of satisfaction.

The trends at TISSU PREMIER were flashy prints, blooming floral cottons and stripes in all directions. All this combined with light, flowing, second-skin fabrics that put the emphasis on comfort and practicality. The keywords here were: airy, well-being, elegance, cheer....

These fashions reassure the world of distribution which is faced with big changes in consumption habits, exacerbated by the recession and by the effects of e-commerce. The fair and its exhibitors know this: the pace of fashion is increasing, collections are renewed to account for consumers with ever-changing desires (frequency of purchases, demands for new products, new technologies...). The fashion business also needs information and intelligence: the public conferences at TISSU PREMIER were popular. All the ways of seducing consumers in this immaterial era have been analysed. And there are ways of responding to changes in consumption, adapting to a revolution in consumer habits and being positive about the future.

(Podcast soon available on www.tissu-premier.com)

Agenda: 1 and 2 September 2010 - Lille Grand Palais

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Photos available on www.tissu-premier.com

