

# tissu premier

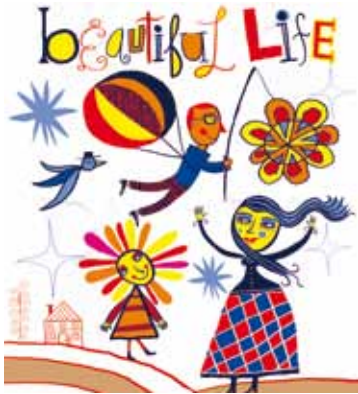
20.21 JAN. 2010

Lille Grand Palais - France

INFO PRESSE. Lille, 13 November 2009

## Plain or printed, "basic" or fancy, Grab some sun at TISSU PREMIER !

Winter is just around the corner... But never mind that! Tissu Premier is preparing summer, which will be on show at Lille Grand Palais and will offer the 4000 expected visitors 48 hours for working, imagining, understanding, ... 48 hours, no more.... Because it has been long proven, Tissu Premier is two days of sheer efficiency and a breath of fresh air to delight the eye and set your neurones tingling, as confirmed by ESCAPE, the theme for summer 2011.



### KEYNOTES

In summer, Fashion loves lace. The shows for summer 2010 have expressed the beginning of this recurring love affair with very 80s «underwear as outerwear» trends.

TISSU PREMIER, which loves prints, wants to explore this different way of designing fabric; light and airy, lace and embroidery play between fullness and emptiness, the design and its transparency, and find their place in all every area of lifestyle: from women's and even men's fashion, to decoration and household linen.

Partnerships are created or continued with the French Federation of Lace and Embroidery, with the International City of Lace and Fashion in Calais around the work of Françoise Goursol, MAISONS DE MODE and its designers, ESMOD and its international network, CAMBRESIS textile, and "dentelles de CAUDRY".

TISSU PREMIER will showcase lace and embroidery in a contemporary, refined and offbeat style. Lace and embroidery in all their forms and all their techniques, but also in printed versions and pseudo graphic, floral or ethnic designs, in the press/VIP office, at the fair's entrance on the exhibition stands, at the forum and of course on the exhibitors' stands.

### THE APPOINTMENTS WITH FASHION

#### ESCAPE, the colours of summer 2011

The ESCAPE range: with a simple touch, escape, get away from it all, surf on your dreams, recharge your batteries and step back a little in order to rediscover fresh creativity, driving optimism, soothing innocence, revitalising roots, and to rethink your needs and desires.

- PARADISE

Lively pastels, tulle and lace, prints, flower power, countryside, hazy, fluid, devoré, embroidered, bayadere, checked, light, innocent, tender, artificial, clean, modernist, imaginary 50s - 60s.

- MARE NOSTRUM

Urban, fundamental, graphic, minimal yet complex, solar, structured, revitalized, warm and fresh, neat, variable geometry, stripes, rustic, rugged, primitive, south, simple, clean, supple.

- HEROES

Basic, emblematic, sportive and urban, origins, lively, striking, faded, dynamic, luminous, abstract, technology, nomadic, lively, positive attitude, simplified, radical, real, idealist, one world.



Cité de la Dentelle de Calais



Peclers Paris



Peclers Paris

## The FORUM, as an antidote to gloom

In answer to the crisis, let us gratify our desire for gaiety, energy and the simple things in life! Let us work for fashion that is more durable and timeless without, for all that, renouncing the short-term and its demand for new fashions. Let us allow ourselves an underlying classicism associated with an abundance of colour, prints and stripes.

### Four themes for eighteen fashion runways make up the summer 2011 forum....

- Floral nature, illustrated by an evanescent, light and priceless style, ...
- A solar mood made of energy, earth, fire, ...
- Subtle wandering, the idea of an old-fashioned trip where you would take your time.
- Charm on a sports theme, tennis, simple in colour.

### The last minute forum

- An interseasonal theme for winter updates.

## THE CHALLENGES FACED BY DISTRIBUTION

TISSU PREMIER pursues its investigations in terms of consumer spending, in a renewed programme of conferences. To date:

- TISSU PREMIER trends by **PECLERS PARIS**. A new positive holistic theory or How to reconcile opposites and complementaries, the body and the spirit, the emotional and the rational by Françoise Serralta (research and trends) and Dominique Mettraux (style).
- The new typology of responsible consumers by Julie Blaszczyk. Project leader Fashion & Beauty, **Nelly RODI**.
- The challenges faced by distribution in placing the product and immaterial values at the heart of its strategy, instead of the price by **Philippe MOATI**, professor of economics at Université Paris VII and research director with **CRÉDOC** (research centre for the observation of living conditions).



## HERE AND THERE, EXHIBITIONS

### DREAM LAB, a dream in lace and paper. Work in progress...

A design always starts with a sketch which changes into cloth and pattern before becoming a fashion garment or accessory. The ephemeral and delicate paper dresses dreamed up by the designers of MAISONS DE MODE for the "Paper Dress" Designers Expo continue their creative process and dream of being adorned with lace and embroidery.

### Marins célestes

As a preview to the exhibition at the Calais International City of Lace, «Marins Célestes», Françoise Goursol and the multidisciplinary association «Mode et art du futur» will present an ethno-cosmological approach to lace for men.

## AND YET MORE...

- Featuring: ENJOY CASUAL TIME to showcase cotton fabrics, shirting, flats, real and mock denim, for sportswear, active wear and casual wear.
- A major fair in Northern Europe, TISSU PREMIER is intensifying its promotion with visitors and is heading North, inviting new British and Dutch decision-makers.

### PRESS CONTACT FRANCE

Scherzo : Christine NACRY / Constance OSTYN  
TEL. 03 20 89 01 23 - Fax : 03 20 89 00 01  
E-mail : contact@scherzo.fr

### PRESS CONTACT INTERNATIONAL

CHRISTINE DELATTRE COMMUNICATION  
TEL. 33 (0)1 41 41 07 54 - Mob : 06 60 70 21 72  
E-mail : c.delattre.presse@orange.fr

## Tissu Premier - Pratical information

At the Lille Grand Palais  
Wednesday 20 January from 9:00 to 19:00 & Thursday 21 January 2009 from 9:00 to 18:00  
E.mail : visiteursdo2@euovet.fr  
www.tissu-premier .com

