

tissu premier

20.21 JAN. 2010

Lille Grand Palais - France

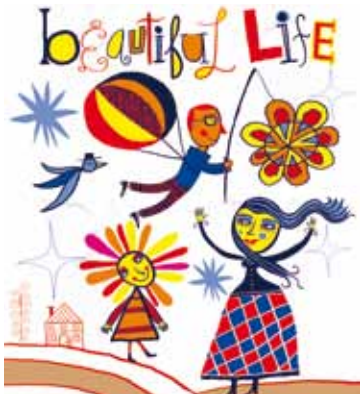
INFO PRESSE. Lille, 12 January 2010

TISSU PREMIER LETS THE SUN SHINE ON FASHION !

For 2011, Tissu Premier promises a flamboyant, novelty, sun-drenched summer with components which will leave their imprint ... for a sublimated, generous nature. Meanwhile, minimal and elegant viewpoints will accent fluidity, cleanness and strictness.

The fair will also confirm next winter's trends such as fluid, masculine suitings, upholstery prints, metallics, patinateds, steel effects and daring cotton/cashmere blends, to name but a few.

Conferences, special events, want to know more? Push through the doors of a Tissu Premier which will warm fashion up during the depths of winter.



New exhibitors

Tissu Premier attracts new exhibitors :

- D & D (fabric accessories, pleating, laser cutting, embroideries, buttons and belts ...)
- DIGITEX (Belgian prints)
- IPEKER (Turkish specialist in cupro, an artificial textile fiber)
- TROFICOLOR TEXTEIS (sportswear, casual and denim fabrics from Portugal)
- AURIC (Indian manufacturer)
- SHARKAWY (Egyptian shirting)
- TESSITURA MAURI and 2A (accessories from the Italian FIT consortium)
- CAMBRAI BRODERIES

And brings back regulars :

- CHAINE ET TRAME/TECMODA (French prints)
- GRUPO TAVEX (Spanish denim)



For fashion

To discover: 14 fashion attitudes for the men's and women's markets, 2 children's tables and 4 update themes for Winter 10/11.

To note: a specific casual forum - ENJOY CASUAL TIME - a voyage to the heart of today's megapoles. Urban, clean, invisibly-technical casualwear dresses nomadic city dwellers in a « happy new world ». Endless variations on lightweight denims, technical fabrics and innovative qualities for a new type of urban elegance include Kevlar knits from Lurdes Sampaio, worked cottons from FPP Cotonnades and Folgarolas, finishings from Troficolor, men's shirtings from the Egyptian weaver, Sharkawy and tactile sensations from Denim Therapy at the Spanish leader, Tavex.

To be continued, new ! A guided visit to the trends which can be appreciated, looked at ... and now listened to. All this thanks to a commented visit of the trend forum tables by Marine Lacoste, who just graduated from ESMOD.

Understand everything: TISSU PREMIER trend conferences by PECLERS PARIS. The Prospective/Style duo is back with Françoise Serralta's sociological explanations and Dominique Mettraux's fashion and style information, all illustrated by a power-point presentation, fabric photos, a material focus and projections of fashion silhouettes which suggest finished products. Now with reinforced clarity !





A garment's path

Dreams of paper ...

Creation always begins with a sketch which is transformed into a muslin and pattern before becoming a fashion garment or accessory. Ephemeral looks in paper dresses imagined by the **Maisons de Mode** designers who continue their creative process with the 'Paper Dress' exhibit.

11 designers, 11 sensitive creations exhibited.

... and of lace

At the fair entrance and as a prelude to the « **AUX MARINS CELESTES** » exhibit at the International City of Lace in Calais, TISSU PREMIER invites a group of young designers from the « Mode et Arts du Futur » (Fashion and Future Arts) association.



As for retail ...

We remind you that Tissu Premier, geared to stores and brands specializing in textiles and clothing, is committed to answering visitor questions through highly professional **conferences** :

- The new typologies of responsible consumers with Julie Blaszczyk, Fashion & Beauty project manager, **Nelly RODI**, Wednesday, January 20 at 10:00 A.M.
- The stakes at retail for bringing products and intangible values, rather than price, back to the heart of your company with **Philippe MOATI**, professor of economic science at Paris VII University and research director at **CRÉDOC** (Research Center for the study and observation of life conditions) - Wednesday January 20 - 11:00 A.M.
- Why retail must replace the individual at the heart of its strategy by Xavier Charpentier of **Free Thinking**, a consulting and research company dedicated to listening to and interpreting the conversations of today's 2.0 consumer ; Luc Wise from **Agence V**, general director for strategies (key retail accounts) – Thursday, January 21 - 11:00 A.M.



In conclusion

Tissu Premier, THE fabric and accessories trade fair for European retailers, is:

- 2 days
- Over 4,100 European visitors (decision makers, buyers and designers)
- 120 international exhibitors (weavers, knitters, printers, illustrators and trim suppliers)
- 14 countries (84% Europe, 14% Mediterranean, 2% Asia-Indian Ocean)
- A complete, unique trend forum
- 6 conferences
- Quality/price solutions at the heart of the market
- An offer for women's, children's and men's fashion and image clothing

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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 : jsegond@eurovet.fr
www.tissu-premier .com

