



15 AND 16 JUNE

tissu
premier

The international trade fair
for fashion fabrics and accessories
Lille Grand Palais - FRANCE
tissu-premier.com

TISSU PREMIER: New Lille show dates boost business and calibre of visitors - a successful date change that's here to stay!

Visitors and exhibitors to Tissu Premier on 15 and 16 June enthusiastically hailed the decision to bring forward the second 2011 session by almost two months.

Tissu Premier has regained its rightful place as the show to kick off the fashion trends by being the season's first fabric preview event. The new dates give manufacturers more time and provide more opportunities for dialogue in a content-rich, informative environment.

An increasingly international visitor base and greater satisfaction with the innovations showcased:

Despite a slight drop in overall visitor numbers (down 4% on January 2010), this end of spring session saw a significant increase in international visitors (+6%).

Tissu Premier's new dates, more attuned to the fashion industry calendar, and its venue in northern France gave the show a real international boost, attracting a greater number of overseas visitors (31% of the total). The number of individual visitors from France fell this session (-8%), but this was largely compensated for by a stronger presence of brands from northern Europe (+6%), in particular Belgium, the UK and the Netherlands.

For French visitors, who accounted for 55% of all visitors (29% from Paris and the Paris region, 5% from the Loire and 5% from the Lyon region), Tissu Premier remains the leading event in northern France.

High-profile buyers visited the show to browse and seek out new suppliers. Among them were:

France: 3 SUISSES, ANNE FONTAINE, AU VIEUX CAMPEUR, ARMAND THIERY, AUCHAN, CACHAREL, CACHE-CACHE, CAMAIEU, CATIMINI, DEVIANNE, CYRILLUS, DAMART, DECATHLON, FRUIT ROUGE, ETAM, GUY LAROCHE, GRAIN DE MALICE, ZANNIER, JACQUELINE RIU, JACADI, JORDAN LEE, JENNYFER, JULES, CATIMINI LICENSE KENZO KIDS, KIABI, LA REDOUTE, LA HALLE, LEROY MERLIN, MONOPRIX, MORGAN, NATALYS, NEW MAN, NO KIDDING, OKAIDI, ORCHESTRA, OXYLANE, PAUL SMITH, PASSIONATA, PHILDAR, PIMKIE, PROMOD, QUELLE, REDCATS, SCOTTAGE, ROUGE GORGE, SONIA RYKIEL, TARTINE ET CHOCOLAT, TERRE DE MARINS, VERT BAUDET, NEW LOOK etc. / **Belgium:** C&A, CASSIS-PAPRIKA, SOGESMA, BLUESTORES, LOLA ET LIZA, PREMAMAN, ACTION WEAR, ALICE ET MAMAN, ANDRES, BEBOTEX, CELESTA, CHRIS E MAN - CHRIS JANSSENS, EURO SHOE UNIE N V, FILLES A PAPA, FRANCESCA MAROTTA, LECOCQ FASHION, N V BALLIERE, TONICKX, TRAFIC, VEGOTEX, VERDOLUX NV, VERITAS, WAJCTEX etc. / **Netherlands:** BANDOLERA, GERLON, BONNIE DOON, BODEWES FASHION etc. / **UK:** AIS, ARCADIA, EVANS, PC CLOTHING and DEBENHAMS.

Also worth noting is the significant increase in e-commerce and retail brand visitors this session.

Tissu Premier - a popular show, thanks to its wide and varied offer:

A survey conducted at the show revealed that 30% of visitors attended the event to see last-minute collections for the upcoming winter 2011 season, 34% to get a first glimpse of the summer 2012 collections and 36% to preview collections for winter 2012.

- 50% of visitors came specifically to see fabric and accessory collections for women, 24% collections for men and 26% collections for children
- 25% came to find new suppliers
- 19% to discover the latest trends
- 18% to choose samples
- 17% to meet with their regular suppliers
- 15% to place orders

Visitors were also impressed with the extensive manufacturing sourcing offer from Europe and the Mediterranean region and the creative diversity of the textile designers' offers. Their presence fits in perfectly with clothing manufacturers' schedules.

Exhibitors' offer: The taste of colour and textile innovations

Exhibitors: For exhibitors at this session (up on last session, and from 15 countries), the challenge of showcasing products and services covering 3 specific seasons to meet the needs of regular and prospective clients paid off.

Out of a total of 136 exhibitors, 66 were French and 70 international. The number of exhibitors was up 20% on September 2010 and 35% on January 2011.

20 companies from the Nord-Pas-de-Calais region were among the exhibitors.

New to the show: a textile designers' area and a sourcing platform.

In an environment conducive to business and with a high-calibre visitor base, all exhibitors said that they'd had a satisfactory session. Exhibitors and visitors eagerly welcomed the show's new, earlier dates.

Show: We focused on improving the presentation and diversity of the products and services exhibited while at the same maintaining the show's profile image the general public and fashion professionals as a friendly, fashion-forward event. With a setting of luscious fabrics designed by Imaginers and the colour ranges showcased by Maisons de Mode and students from north European fashion schools (Esmod, Sévigné, Informa, St Luc), the winter 12/13 collection was a real "taste of colour".

The students' tremendous originality, evident in their creations showcased at the exhibition entrance, showed visitors just how well trained young people are to meet the demands of their future employers. Maisons de Mode presented a huge canvas featuring street fashions in a vast mosaic depicting the looks that are typical of northern Europe's passion for fashion – a giant fashion mag to inspire the general public and fashion professionals alike.

Finally, making a creative connection between fashion and sustainable development, the designs presented in the "Heartwear" temporary boutique, with the spotlight on indigo, were a big hit.

With a well-balanced, theme-based selection of summer and winter trends, the FORUM satisfied visitors' appetite for new products and services, featuring 50 winter collections and 16 summer ranges for women, men, children and babies. (See attachment.)

The packed programme of talks hosted by three style consultancies – Peclers, Trend Union and Nelly Rodi – gave visitors to the show three unique insights into the major design trends of the coming seasons.

Tissu Premier: Looking ahead to January 2012

The “INNOVATION table”, designed by Suzanna Campogrande with the assistance of Matério Antwerp, which showcases exhibitors’ designs alongside a more experimental offer, proved a huge success and prompted Tissu Premier to expand its offer of innovative technical products at future sessions of the show.

TISSU PREMIER, AT THE CENTRE OF INNOVATION in 2012, with high-performance and innovative textiles, a sourcing platform and the spotlight on baby and children’s collections.



Next session of Tissu Premier: 18 - 19 January 2012, Lille Grand Palais

Press contact: Frédéric PELLERIN / Tel. +33 (0)1 40 22 63 19 - fpellerin@re-active.fr

