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Première Vision
The World's Premier Fabric Show™
from Tuesday 14 to Thursday 16 September 2010

Press Kit June 2010

SALON INFO

I- EFFICIENT & ATTRACTIVE

While it seems clear that the darkest moment in the crisis has passed, the global economic situation remains uncertain. After a period of bottomless deficits, rigour is the new byword. Or at least in Europe, where one government after another announces sometimes drastic economic plans and measures.

Rigour is also a given in companies striving for efficiency in an environment unlikely to see growth for some time. At all levels.

Nonetheless, rigour on its own won't suffice. In a society driven by desires, you also have to keep, or even better develop, your power of attraction.

Première Vision, organisers of the meeting between weavers and international buyers, is attuned to its various publics and their concerns.

Did someone mention efficiency?

- The show now runs three days, from Tuesday to Thursday. And that means three full days! Though the format is more concentrated, it is just as efficient. Weavers have committed to keeping their teams and collections at their stands up till the very close of the show.
- The Pluriel Experts Trail, the interactive map guide, the E-Book Collections and more: Première Vision has developed an entire range of products and services with high added-value, products it adapts and hones over the course of many sessions. These tools allow buyers to showcase their expertise. And allow buyers to save precious time in their search for innovative products and new suppliers.

Power of attraction?

A range of new initiatives:

- The PV Awards.
Designed to single out and reward textile excellence, these special prizes put the spotlight on weavers' innovative and creative powers. For this 2nd edition there is a new prestigious jury and a Special Woolmark Prize. (Further details can be found on p. 4)

SALON INFO

- **The Relax-Distinction Forum**
Several seasons ago, in particular with its international «Masculin Pluriel» study, Première Vision signaled an emerging evolution in tailored looks, and the need for something comfortable and casual in the day-to-day. This September the idea becomes a reality: products in the Relax and Distinction universes are brought together to carry on a new dialogue in one and the same forum.
- **Atelier Denim**
As denim and fashion are by now inseparable, and as ready-to-wear buyers would also like to find a significant denim offer at Première Vision, the show is creating an area uniquely dedicated to denim in the heart of the Relax offer. (For more, turn to p. 6).
- **New Exhibitors.**
31 in September 2010. Each of them broadens the richness of the show's offer. And further strengthens its appeal to international buyers, continually assured of finding new collections, updated from season to season, at Première Vision. New exhibitors include Central Encajera, the last lace maker in Spain, Australian company Michell 1870 Pty and its 100% merino wool jerseys, and Dormeuil, creator of very top-range menswear fabrics, and the big Japanese group Seiren. (See the full list on page 8.)

Initiatives, news, innovation. As at every edition, Première Vision is on the move. In step with the demands of the global fashion market. Fully part of the very dynamic that makes it the must-attend event for all the players in the international fashion world.

SALON INFO

2- ENNIO CAPASA TO PRESIDE JURY FOR THE 2010 PV AWARDS, WITH A NEW SPECIAL «WOOLMARK» PRIZE THIS YEAR

He's Italian, and designer and founder of the Costume National brand. His style, often defined as a mix of edgy-chic, makes him one of the most talented personalities working in contemporary fashion.

Ennio Capasa, who is also passionate about architecture and design, will be president of the jury for the second edition of the PV Awards.

He will head up a jury of international names from the worlds of textile and fashion, each contributing the specific viewpoint of his or her own area of activity. The jury, which is still being finalised, will include:

Jane Bong, *Senior Vice pdt of corporate Material R&D* of the BCBG MAXAZRIA group; **Johan Buskvist**, *Head of design* at Adidas; **Tiziana d'Acquisto**, *Fabric purchasing, R&D* at Jil Sander Italia; **Linda Loppa**, dean of the Polimoda fashion school in Florence; **Arianna Zuliani**, *Product Manager*, Vivienne Westwood Ltd; and **Pascaline Wilhelm**, fashion director of Première Vision.



5 prizes will be awarded this year:

The Grand Jury Prize

for the fabric that is the most exceptional, the most symbolic of the coming fashion zeitgeist, and the most pertinent.

Handle Prize

for the fabric that allies the most astonishing tactile and behavioural qualities, the fabric that touches the senses and the emotions.

Innovation Prize

for the fabric that is the most innovative, the most intelligent, the most technological and creative.

Imagination Prize

for the most daring, the most original, the most surprising fabric in terms of material, technique, decoration or finishing.

This year, the PV Awards will also be turning the spotlight on wool:



WOOLMARK

The 2010 Special Woolmark Prize

for the fabric that best distils the splendour of wool innovation and the beauty of 100% natural fibres, with a high-majority of wool.

SALON INFO

This prize is sponsored by AWI (Australian Wool Innovation), a body that represents some 30,000 Australian wool growers producing mainly fine Merino wool for apparel. Its vocation is to promote wool and its exceptional attributes through investments in Research and Development, Innovation and marketing. AWI owns and licenses the Woolmark brand, one of the world's most recognisable textile symbols at consumer level.

In early September the jury will make a first selection from among the fabrics submitted by the Première Vision exhibitors for the show's fashion areas. The nominated fabrics will be presented in the show's General Forum and thus showcased to all international visitors.

The jury's final deliberations will take place during Première Vision, on the last day of the show. Immediately following their decision, winners will be announced to the public and the trophies, designed by artist Miguel Chevalier, a pioneer in the field of digital and virtual art, will be awarded:

Thursday 16 September, at noon, in the General Forum

Be sure to note the date now so as not to miss one of the show's highlights!

Created in 2009 by Première Vision, the World's Premier Fabric Show, the PV Awards distinguish and reward textile excellence.

The 2009 PV Awards, presided over by Véronique Nichanian, head of menswear at Hermès, awarded prizes to the following: Ratti (Grand Jury Prize 2009), Showa (Handle Prize 2009), Iwanaka (Innovation Prize 2009) and Jakob Schlaepfer (Imagination Prize 2009).

SALON INFO

3- PREMIÈRE VISION OPENS THE ATELIER DENIM: AN AREA ENTIRELY DEDICATED TO THE DENIM FABRIC OFFER

Denim and fashion are growingly inseparable. No designer or major label can do without jeans in their collection. Denim fashion is carving out a growing piece of the market.

That's why buyers from international fashion brands coming to Première Vision Paris looking for innovative fabrics for their collections want to find a significant denim offer at the show.

To meet their needs, Première Vision is dedicating a distinct and clearly identified area to jeans fabric at the show: **the Atelier Denim.**

**l'atelier
DENIM**

Located in hall 6, in the Relax Universe, the Atelier Denim brings together exhibitors loyal to the Relax/Denim sector of the show, and weavers (and only weavers) who show at Denim by Première Vision.

For its first edition, the Atelier Denim will feature 14 exhibitors:

A&A (Taiwan), AMC – Atlantic Mills (Thailand), Bossa (Turkey), Cappio (Italy), Central Fabrics (Hong Kong), Korat (Turkey), Kuroki (Japan), Nien Hsing (Taiwan), Nihonmenpu (Japan), Prosperity Textile (Hong Kong), Tavex (Spain), Uco (Belgium), Vicunha (Switzerland) and Yochikawa (Japan).

Serving as a complement to Denim by Première Vision, the Atelier Denim will allow designers, decision-makers and buyers from ready-to-wear brands and distribution circuits to discover a specific denim expertise, and form privileged partnerships with real specialists in the field.

As for exhibitors, The Atelier Denim will allow them to present their most fashion-oriented products as well as their latest developments, three months after Denim by Première Vision.*

The Atelier Denim will have its own identity, with stands adapted to the specific presentation of jeans products: very open and welcoming, allowing each exhibitor to express all the facets of their particular expertise.

** Denim by Première Vision is held in June and December.*

The last edition (2-3 June 2010 in Paris/Halle Freyssinet) brought together 70 exhibitors and broke all attendance records with a 34% increase in visitors.

Complete information can be found at www.denimbypremierevision.com

SALON INFO

4- ECO MAN AND KIDSWEAR, 2 NEW PLURIEL EXPERTS TRAILS

The show unveils the third edition of the Pluriel Experts trails, conceived as actual «buying guides» to the collections of the some 1,500 Première Vision Pluriel exhibitors.

In September 2010, the emphasis is on 2 markets in full evolution: menswear and childrenswear.



ECO MAN denotes the Première Vision Pluriel fashion trail dedicated to menswear, which is strongly represented in the collections.

But in this case the man in question is organic and ecological - the menswear market allied with sustainable and environmentally friendly initiatives.

With products developed in organic and sustainable fibres, recycled and recyclable developments, and ecological dyes, finishings and launderings

From yarn to manufacturing, from fabrics on through leather and accessories, from underwear to outerwear, suits to shoes, buttons to bags, swimsuits to socks, an entire ecological menswear silhouette can be fabricated in exclusivity at Première Vision Pluriel. Menswear with a chic, relaxed, casual or sporty elegance, but always at the frontier of fashion.



In **KIDSWEAR** developments maintain their own particularities and distinct creative universes.

Whether targeting childrenswear that's luxury or relaxed, all-terrain or well-behaved, utterly fantastical or more closely aligned to the adult market.

All the professions and sectors represented at Première Vision Pluriel appear tuned to this market and its ever more broadening perspectives. Including specific patterns at Indigo, plain or printed fabrics, knits and fake furs, sturdy waterproofs, well-being performance features, leathers and real furs, buttons, zips and labels, and particular shapes.

By allowing them to signal their expertise and know-how, The Pluriel Expert Trails improve exhibitors' visibility. As for buyers, using these thematic itineraries is a quick and efficient way to find their bearings in the rich Première Vision Pluriel offer, and discover new suppliers and developments.

Finding your way around quickly

The Pluriel Expert Trails are indicated on the interactive map/guide, which lets buyers use the web to plan their visits ahead of time.

At the show, the trails are very clear marked on the show maps and printed guides available at different points in the halls. And to facilitate buyers' research, the name stands of the relevant exhibitors have specific coloured pictograms.

SALON INFO

5- NEW WEAVERS

31: that's the number of weavers exhibiting for the first time at Première Vision in September 2010. 31 companies representing all style universes. Like all the show's exhibitors, they were admitted after review by the Selection Committee on the basis of rigorous criteria related to creativity, the quality of services and production facilities, and financial trustworthiness.

With these newcomers, there are now **682** exhibitors from 30 countries who have confirmed their participation.* This figure is **identical to that of September 2009** and reflects **an increase of 5.7% over the February 2010 session**. This increase confirms the leadership position of Première Vision, whose power of attraction comes fully into effect when positioning oneself in a recovering market

(*) Figures as of 21 June 2010.

A brief look at the collections and know-how of the collections of the new arrivals, by style universe and professional sector.

seduction

the fancy and fluid universe

Seduction / Lace

CENTRAL ENCAJERA

Carretera de Terrassa 122 – ES 08191 RUBI (BARCELONA) / T. (34) 93 588 0517 / tomas@centralencajera.com / www.centralencajera.com

Today, this company is the last lace producer in Spain. For over a century Central Encajera has been creating products for ready-to-wear, wedding gowns and lingerie, developed using traditional techniques (chantilly, leavers, etc.) and jacquardtronic. The lace maker also manufactures and sells traditional mantillas and bridal veils for Latin markets.

Seduction / Fur fabrics

KYUNG WON

1-1 Masan-ri Gasan-myun - KR POCHON- CITY / T. (82)2 4610777 / jiki2586@kyung1.co.kr / www.kyung1.co.kr

Based in Korea, Kyung Won is integrated in knits, and presents an offer around fake furs with knit backing, directed at the women's mass market. An offer that is visually quite rich, from imitations of real animal fur up through printed or jacquard fancies.

SALON INFO

Seduction / Wool fabrics

LANIFICIO ALMA SRL

*Via del Molinuzzo, 65/Z - IT 59100 PRATO / T. (39) 0574 625 284 /
info@lanificioalma.com / www.lanificioalma.com*

Prato-based Lanificio Alma are converters proposing a multi-product collection, targeting the mid/top-range women's market. The offer is broken down in several directions: tweeds, fancy woollens or jacquards for coats and women's suits, as well as more formal products such as women's suitings in wool, or in linen for summer.

MANIFATTURA DI CARMIGNANO

*Via Paronese, 69 - IT 59100 PRATO / T. (39) 0574 625 236 /
amministrazione@manifatturadicarmignano.it / www.manifatturadicarmignano.it*

Man. di Carmignano has an offer centred on jacket and coat weights for the mid-range women's market. The collection is comprised of sophisticated tweeds and bouclettes in wool blends, impeccable virgin wool broadcloths, and high-quality jersey plains. Product developments are interpreted in cotton or linen blends for summer.

TREVELA

Via Garibaldi 2 bis - IT 13864 CREVACUORE / T. (39) 015 768542 / trevela@tin.it / www.trevela.it

Specialised in fancy woollens, in jacket and women's-suit weights, the Italian company Trevela targets the mid/top-range women's market. Their products are developed in raschel, jersey and wovens, with original effect yarns for fancy tweeds.

Seduction / Knits

C.O.T.O. by takisada-osaka

*2.3.6 Bingomachi, Chuo-Ku - JP OSAKA / T. (81) 6 6263 9081 /
kokusai-1@takisada-osaka.net / www.takisada-osaka.co.jp*

The C.O.T.O. by takisada-osaka collection draws its inspiration from Japanese heritage and know-how. Production relies on the expertise of three local manufacturers with semi-handcrafted production methods: a weaver, a knitter and a dyer. Their varied offer includes fancy knits, fluid jersey plains, and refined silks and jacquards.

LANIFICIO GUASTI SRL

Via Einstein 11 - IT 50010 CAPALLE (FI) / T. (39) 055 898203 / info@lanificioguasti.it / www.lanificioguasti.it

A specialty of the Italian firm Lanificio Guasti are boiled-wool knits, in jacket and coat weights, for the mid-range women's market. The collection is produced entirely in Italy, and includes felted or boiled wool jerseys, in various colours and weights, in plains and in jacquards.

SALON INFO

Seduction / Silks

IMAGOTESSILE

Via Garibaldi 14, Fraz Bolladello - IT 21050 CAIRATE (VA) / T. (39) 0331 310580 / vendite@imagotessile.it / www.imagotessile.it

Imagotessile unites two know-hows in one collection: colour wovens and embroidery. The Italian firm targets the mid-range women's market, offering shirtings in refined plains or fancies, full-width or narrow-width embroideries.

MERCURIA SRL

Via Michelangelo, 23d - IT 22071 CADORAGO (CO) / T. (39) 031 904507 / omar.meleleo@mercuriasrl.it / www.mercuriasrl.it

Presented at the Gruppocinque stand, Mercuria is a new line created in 2009. The collection features synthetic yarn-dyed wovens, for women's outdoors and sportswear clothing, for the mid-range and mass markets.

TSUBOYOSHI ORIMONO

2-239 Kumando, Maruoka-cho - JP 910-0347 SAKAI CITY / T. (81)776 66 2153 / info@tsuboyoshi.com / www.tsuboyoshi.com

The Japanese company Tsuboyoshi Orimono is presenting a collection of contemporary silks addressing the top-range women's market. The refined products are of silk and technical silk, and jacquards, in a highly couture spirit.

Seduction / Embroidery - ribbon

VENTURES

23a Ballygunge Place - IN 700019 KOLKATA / T. (91) 3324400678 / sales@venturesfashion.in / www.venturesfashion.in

This Indian company proposes a collection of full-width embroideries and ribbons for the mid- and top-range women's market. Modern patterns on a range of bases: fabric, bead and sequin appliqués, and sophisticated yarn plays on wool or cotton voiles, tulles, crêpes and organzas.

distinction

the elegant, formal and tailored universe

Distinction / Suitings

DORMEUIL

35 Sackville Street - GB London W1S 3EG / T. (44)207 437 1144 / slepetit@dormeuil.com / www.dormeuil.com

Once again showing at Première Vision, Dormeuil has been producing a collection of top-range worsted wool suitings for men since 1842. Fabrics target men's suits in noble materials including wool, cashmere, silk or cotton, as well as rare fibres such as pashmina or qiviuk.

SALON INFO

Distinction / Suitings

FOX BROTHERS & CO LTD

Tonedale Mills, Milverton Road – GB WELLINGTON SOMERSET TA21 0BA / T. (44)1823 662271 / info@foxflannel.com / www.foxflannel.com

A more than 200-year old company, Fox Brothers & Co is back at Première Vision showing a collection of top-range men's suitings. Drawing on the strength of its know-how and tradition, the British weaver offers a range of high-quality flannels in worsted wool and cashmere, broken down for jackets and coats.

K.LINE CO. LTD

12.1.11 Nooka-cho, Echizen-City - JP 915-0264 FUKUI / T. (81) 778 423722 / m.watanabe@kline.bz

A small Japanese company, K. Line Co presents a collection of modern, innovative suitings and silk fabrics for the mid/top-range women's market. Inspired by a cross of fashion and technology, handles and finishings are extremely accomplished, developed on nylon, polyester, wool, silk or cotton bases for structured pieces.

Distinction / Wool fabrics

HTT manufacturing LTD

Carloway Mills - GB ISLE OF LEWIS HS2 0QG / T. (44) 1 851643300 / ann@harris-tweed.co.uk / www.harris-tweed.co.uk

HTT offers a fabric collection that rigorously respects traditional manufacturing methods for Harris Tweed. The weaver, who has updated the product with new colours and finishings, develops numerous exclusivities for its clients. Mid- and top-range men's markets.

relax

the casualwear, sportswear and jeanswear universe

Relax / Denim

NIHONMENPUTEXTILE Inc.

1076 Higashiebara - Cho Ibara City - JP 715 0003 OKAYAMA / T. (81) 866 63 0111 / info@nihonmenpu.co.jp / www.nihonmenpu.co.jp

Already exhibiting at Denim by Première Vision, the Japanese company Nihonmenpu Textile now joins Première Vision in the Atelier Denim. With over 100 years of history and archives, it offers a denim collection rich in quality and creativity, woven on shuttle looms to produce selvedge denims, or on automatic looms for classic widths.

SALON INFO

Relax / Knits

MATIAS-ARAÚJO SA

Travessa da Crus de Pedra, Apt 13 - PT 4750-543 LIJO / T. (351) 253 808720 / geral@matias-araujo.pt / www.matias-araujo.pt

The Portuguese company Matias-Araujo, fully integrated in circular knits, is presenting a casual and technical collection of jerseys, interlocks and fleeces broken down in natural or synthetic blends. For the mid- and top-range sportswear markets.

MICHELL 1870 PTY LTD

1506 Main North Road - AU SALISBURY SOUTH SA 5106 / T. (61) 8 82094542 / carol.stubbs@michell.com.au / www.michell1870.com.au

This is one of the largest wool spinners. At Première Vision, Michell is presenting a collection of 100% merino wool jersey, called Michell 1870. This new line, created in 2008, proposes plain or discreetly fancy jersey qualities.

RIEDEL TEXTIL GmbH

Talstrasse 6 - DE 09262 LIMBACH-OBERFROHNA / T. (49) 3722 6500 / lueck@riedeltexsil.de / www.riedeltexsil.de

Fully integrated from knitting to finishing, Riedel Textil specialises in circular knits for the mass-market, mid-range and top-range lingerie and sportswear markets. It proposes jerseys in a variety of blends, of viscose/elastane or noble silk or wool fibres.

SIDONIOS MALHAS SA

Lugar de Quiraz-Roriz, Apt 284 - PT 4754-909 BARCELOS / T. (351) 253 886210 / comercial@sidonios.com / www.sidonios.com

Sidonios Malhas is a family concern offering casual and sportswear knits for the mid- and top-range markets. Constantly on the lookout for new fibres and technologies, the company presents a wide variety of materials and blends. The collection comprises plain jerseys, second-skin knits for lingerie, milanos for more structured pieces, and fine double faces and fleeces in a more sportswear spirit.

TESSITURA SIDOTI

Via A. Meucci 31/35/37 - IT 41010 LIMIDI DI SOLIERA (MODENA) / T. (39) 059 566244 / info@sidoti.info / www.sidoti.info

For over 40 years, this family business from Italy has been specialised in circular and flat knits for the mid- and top-range women's markets. In a casual chic style, jerseys, piques, interlocks and double faces are interpreted in cotton, linen, viscose, wool or cashmere.

TURAN TEKSTIL

Mahmutbey Yolu Yavuz Selim Mah 3 - IISK N°27 - TR 34560 BAGCILAR ISTANBUL / T. (90) 212 435 3434 / jaleaydemir@hotmail.com / www.turantextile.com

A Turkish firm integrated from knitting to finishing, Turan Tekstil is showing at Première Vision a collection of knits targeting the casual/sportswear mass-market: voile and tee-shirt weight jerseys, piqués, fleeces and double faces interpreted in viscose, cotton or bamboo.

SALON INFO

Relax / Colour wovens - Shirtings

LANIFICIO ARPATEX srl

Via del Molinuzzo, 63a - IT 59100 PRATO / T. (39)574 621902 / massimo@arpatex.it

The Italian firm Arpatex offers a collection of shirtings for the mid-range market, with a wide variety of yarn dyed stripes and checks in combed Mako cotton. Complementing these products is a line of cotton-type pant-weights, both plain and yarn-dyed.

BUR-ERTEKSTIL

Nosab, Ihlamur cd. N°38, Nilufer - TR BURSA / T. (90) 2244 110057 / eren@burertekstil.com / www.burertekstil.com

Integrated in weaving, the Turkish company Bur-Er Tekstil is specialised in fabrics for shirts, dresses and blouses for the women's mass-market. There are two product groups: yarn-dyed qualities for casual shirtings, in end-and-end or figured stripes and checks, and fancy jacquards.

Relax / Cotton-type

DORUKTEKSTIL

Halkali cad. Kozan is merkezi n°122/B, Mahmutbey - TR -34164 BAGCILAR – ISTANBUL / T. (90) 212 4471030 / doruk@doruktekstil.net / www.doruktekstil.net

This Turkish company is a converter proposing a cotton-type collection targeting trouser and jacket weights, in a casual spirit, for the men's and women's mass market. Piece-dyed qualities in cotton, with or without elastane, linen blends in summer, with washed, emerised or coated finishings.

I.T.P. srl GIPITEX

Via Strada Statale dei Giovi 44 - IT 22073 FINO MORNASCO (CO) / T. (39)031 921840 / luca@itpgipitex.it

With a high added-value fabric collection, both yarn-dyed and piece-dyed, I.T.P. srl Gipitex targets the market for mid/top-range sleeved tailored items. A collection made entirely in Italy, at Tessitura Imperiali srl, the company's exclusive partner.

INFINITY SRL

Corso Rosmini 92 - IT 38068 ROVERETO (TN) / T. (39) 0464 480285 / c.picollo@infinitysrl.com

The Italian firm Infinity srl is presenting two product lines. The first, CODICE, is developing yarn-dyed jacket and trouser weights, with highly researched washings and treatments, in a casual/sportswear spirit. The second, JJ MOON, aims at the women's market with jacket and pant weights in cotton, cupro, viscose, silk, linen or synthetic fibres, in a wide range of weights, finishings and aspects.

NTB MARZOTTO

Via Tonale 4 – IT 23100 SONDRIO / T. (39) 0342 533261 / sarah_calenti@nuovatessilbrenta.it / www.marzotto.it

A new division created in 2009, NTB (Nuova Tessil Brenta) is the sportswear line of the Marzotto group. The collection, centred on cotton-type jacket and pant weights, demonstrates a high degree of research into finishings, whether mechanical or chemical. Blends, cotton, linen, polyester and linen also express broad variety. A casual chic and refined spirit.

SALON INFO

pulsation

the sport, technical and performance universe

Pulsation / Knits

DUCKSAN

8F Ducksan bldg, 289-8 Seongsu 2-ga 3-dong, Seongdong-gu - KR 133834 SEOUL / T. (82) 2 4668342 / leobykim@ducksanbj.co.kr / www.ducksanbj.co.kr

A Korean company with total mastery of knitting and finishing processes, Ducksan offers a range of polar fleeces and jerseys. Part of the offer concerns technical polars, intended for the mid-range sportswear and active sports market.

Pulsation / Technical fabrics

PALTEX COMPANY LTD

4F-1, N°408, Rueiguang Road - TW 11492 TAIPEI / T. (886) 2 879 82818 / erica@paltex.com.tw / www.paltex.com

A converter located in Taiwan, Paltex Company proposes a collection of performance fabrics for the outdoors and active sports markets, for the mid-range and mass-markets. The collection includes a range of technical and functional proposals, in knits and wovens. Highly attentive to the environment, Paltex Company has recently been awarded the Blue Sign label.

SEIREN CO. LTD

10-1 Keya 1-chome, Fukui City - JP FUKUI PREFECTURE / T. (81)776 35 2111 / kurahashi@seiren.co.jp / www.seiren.com

Seiren, from Japan, presents 4 product lines:

- Kb Seiren, a line of technical and performance fabrics for outerwear and active sports,
- Seiren, a collection of technical and functional knits intended for the active sports market,
- Viscotecs has digital prints developed according to an exclusive technology,
- and finally Primordiale is a collection of flat knits that is pre-made and can be cut with scissors, a technology developed with Issey Miyake for the A-POC line.

6- EXHIBITORS IN FIGURES (21 June 2010)

SALON INFO

	<i>seduction</i>	<i>distinction</i>	<i>relax</i>	<i>pulsation</i>	<i>others</i>	TOTAL
AUSTRALIA	-	-	1	-	1	2
AUSTRIA	6	4	-	-	-	10
BELGIUM	1	-	2	1	-	4
BRAZIL	-	-	3	-	1	4
BULGARIA	-	2	-	-	-	2
CHINA	-	2	1	-	-	3
CZECH REP.	-	1	1	-	-	2
FRANCE	50	5	17	4	11	87
GERMANY	6	7	4	1	2	20
HONG KONG	-	-	2	-	-	2
INDIA	1	1	-	-	-	2
IRELAND	1	-	-	-	-	1
ITALIA	187	80	39	7	8	321
JAPAN	15	4	5	3	-	27
LITHUANIA	-	1	2	-	-	3
MAURITIUS	-	-	1	-	-	1
MEXICO	-	2	-	-	-	2
NEDERLAND	-	-	1	-	-	1
PORTUGAL	2	13	9	2	1	27
SLOVENIA	-	-	1	-	-	1
SOUTH KOREA	9	-	4	8	1	22
SPAIN	13	7	8	-	2	30
SWEDEN	-	-	-	1	-	1
SWITZERLAND	7	1	-	1	-	9
TAIWAN	-	-	4	6	-	10
THAILAND	-	-	1	-	-	1
TURKEY	9	18	20	-	-	47
UNITED KINGDOM	11	19	2	-	3	35
URUGUAY	-	2	-	-	-	2
USA	1	1	-	-	1	3
TOTAL	319	170	128	34	31	682

SALON INFO

7- UPCOMING INTERNATIONAL RENDEZ-VOUS Autumn Winter 2011-12 fashion season

+ **Première Vision Preview New York**

14 - 15 July 2010

www.premierevision-newyork.com

+ **Première Brasil / Sao Paulo**

21 - 22 July 2010

www.premierebrasil.biz

+ **Première Vision - Première Vision Pluriel / Paris**

14 - 16 September 2010

www.premierevision.fr / www.premierevision-pluriel.com

+ **Première Vision Moscou**

29 - 30 September 2010

www.premierevision.ru

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