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spring
summer

Première Vision
The World's Premier Fabric Show™
from Tuesday 8 to Thursday 10 February 2011
Press Kit January 2011

PREMIÈREVISION

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FASHION INFO

The spring summer 12 season

a season of vast ambition, to **see far and wide**.

a season where a blast of fresh, innovative fabrics, yarns and interplays infuses new oxygen into textile-driven fashions.

seeing far, to invite in surprise and discover the fundamentals of tomorrow.

Inventing with arresting fabrics, and inciting different dialogues between clothing and the body. Dashing blithely headlong into distortions of colours, visuals and handles, being led into new realms of unfamiliar sensations.

seeing far, to innovate, undoing and doing, without redoing. Opening new perspectives, and modelling shapes and new formulas like a sculptor, a chemist or a poet; to link, assemble, attach and give life to unprecedented clothing.

seeing far, to imagine perfect disequilibriums, sublime imperfections, and light and witty approaches, passionately. Yielding willingly to disorder and championing instability, to move confidently towards greater eclecticism, and more personality.

seeing far, to build, with emotion, the impossible for spring summer 12, ambitiously.

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1 FASHION INFO

Colours

Building on trusty foundations to reach up, break free, and play on **full colour, or mutable colour**.

Using earths, strings, golds and whites to soften, calm, support or lighten vertically ascending tones.

Colours that sway to their own rhythm, generating mobile articulations, ready for dynamic, smooth, clashing or delicate appropriations.

A range precisely measured out between not-so-whitish pales, with **a colourful paleness**, not-so-middling **half-tones**, oscillating between natural and dream-like interpretations, and not-so-dark darks, **gorged with pigment**.

Colours enthusiastically moving upwards, playing on equilibrium and disequilibrium, **playing with joyful dissonance**, an unsteady progression always fully under control.

Colours to create the exceptional, to allow for **multicoloured** junctions, for fashion that is firmly committed to stronger choices, and more marked visuals.

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1 FASHION INFO

Attitudes

perspectives

The quest for new pathways to create and build clothing points the imagination towards innovative textile perspectives. Fabrics ally technology and refinement. They draw inspiration from construction materials - opaque or transparent, thick or very thin, fixed or stretch. Fabrics with paradoxical behaviours are combined or welded to play off their incompatibility; volumes are weightlessly structured or sculpted all in supple density. Assemblies are rethought, glued rather than sewn together, in a high-tech couture spirit. Shine is located in the very heart of fabrics, fleetingly catching the light. The geometry in decorations thwarts rigour, flirting instead with an approximate regularity, and hand-drawn lines.

FABRIC KEY POINTS

Architected transparency

Cloqué and weightless voiles and organzas impose their volume with a light grace. Bulky tulles and gauzes, voiles structured with geometric embroideries, linear topstitching, filigree-style motifs. Multilayers in double or triple strata, inserted with air.

Opaque lightness

Fine and dense wool or cotton suitings, in super-light versions for fluid and dynamic tailoring. Ultra-thin technicals that strengthen their water-resistant or wind-resistant qualities.

Variable geometry

Meticulous repeats with slight distortions or human imprecisions. Micro-stripes, graph-paper style checks, ultra-tidy perforations, and graphics with lightly hand-drawn lines.

Smooth density

Cottons and/or polyamides with invisible weaves that look like matt plastics. Smooth or foamy coatings. Malleable bondings of a light and summery thickness. Knits with a subtle, blocked or bonded thickness, for quite high-design jackets and coats.

Inner shine

Glints of light emerging from deep inside fabrics. Shot and pearly reflections revealed through motion.

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1 FASHION INFO

Attitudes

open mind

A delight in impertinence, a taste for a certain disequilibrium, leads to bold confrontations, and imperfect harmonies, for more eclectic, open fashions. Fabrics have strong personalities, for silhouettes that make no concessions, that freely play on spontaneous blends. Primitives crash up against the highly civilised, the very sporty comes up against the very chic - in menswear or womenswear, neutrals emerge alongside multicolour. Plastic shine joins with naturals, the extremely luxurious shamelessly consorts with wittily fanciful motifs. A style that rejects dictums, bravely dares faux pas, bets on originality, and boldly vaunts its singularity.

FABRIC KEY POINTS

Colours with personality

Unabashed yet not aggressive multicolours, woollens and cottony fabrics enriched with fancy yarns, prints saturated with colour on bright grounds, madras and plaids with a restrained liveliness, colourful embroideries and guipures.

Chic humour

Fabrics that play on marked differences between grounds and patterns, blurring their conventional uses. Raw plain weaves with colourful artificial marbling, delicate silks with primitive patterns, jacquards where mischievous animals hide.

Lipstick plastics

Transparent or vinyl coatings, delicately sequined or ultra-lacquered like nail polish, slippery and gleaming knits and silks.

Urbanised rawness

A natural, almost wild, spirit in linen, cotton and silk. Rudimentary plain weaves, fancy basketwovens, macro gauzes and «crude» lace and embroideries.

Crêpes and irregular surfaces with rugged visuals and supple handles.

A primitive spirit, tamed and recomposed for joyful graphic fantasies.

Easy performance

City and active sports interchange their specificities and aesthetic codes. Effective and invisible performance features - waterproof, quick dry, extreme stretch - for technical and chic products.

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1 FASHION INFO

Attitudes

sense & essence

A thirst for sensations and essence, moving away from any trace of nostalgia, and enriched by modernity. Beyond an outward simplicity, fabrics convey emotion through their expressive handles, and their human imperfections.

Fabrics are infiltrated by a light technology, naturals and synthetics are closely combined for surprising sensations and behaviours. Shivering aspects with a delicately aged look enrich the neatness of surfaces. Colours are nuanced with mutable washable, washout-able, or overdyed effects, yet remain clean throughout.

Clothing is unadorned, almost overly simplified to better showcase the material.

Whether wrapped, covered up, pleated or modestly draped, utmost care is given to details, with selvages and finishings that poetically distil fantasy.

FABRIC KEY POINTS

Botanical poetry

A profusion of fresh flowers, of island or garden birds, of patterns treated with spontaneity and precision, of soft or lightly surreal colourways. Lightweight, shivering grounds, or fantasy imbuing motifs with a tactile richness.

Sensitive surfaces

Suitings, knits and shirting cottons perturbed by fine linen slubs, or micro cotton or silk knops. Fine and dense fabrics with their regularity and their stiffness soften and broken in through washings and re-washings, of the fabric or the finished garment. Groomed and miniaturized textures, finely ribbed wovens or knits.

Well-being functionality

Bio-ceramic finishings, refreshing climatic textiles, and anti-bacterial, anti-UV and cool black performance features are put to use in beachwear to denim. Eco-friendly dyes and fluorocarbon-free coatings are all harnessed by fashion, for clothes to look good in and feel good in.

E-motional colour

Plains and fantasy with irregular but clean nuances. Urbanized indigos on more and more refined qualities, striped poplins, neat checks and elegant figured.

Dyes and washing-out of the finished garment bring out weaves and filter patterns.

passionately, undoing and doing
without redoing

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1 FASHION INFO

Jean Colonna makes news at the show!



He designed the outfit for the hostesses

For the hostesses on hand to welcome the show's international buyers, Jean Colonna designed a sweater-style dress in a feminine and sexy black knit. It has a very simple shape with a large transformable collar that can, depending on the mood, be worn hood-style or to bare a shoulder. Marioboselli Yarns & Jersey, specialists in high-end elaborated knit fabrics, provided the knit the dress is made from. And its manufacturing showcases an avant-garde thermobonding technique developed by Dyloan Studio in the framework of their «Bond» project.

More information about Marioboselli Yarns & Jersey and the «Bond» project by Dyloan can be found in pages 8 and 9.

He opens a pop-up store

Jean Colonna's «ephemeral» boutique - a pure concentration of the essence of the designer's spirit - is the first pop-up shop to grace the Première Vision aisles. The boutique presents a luxurious, refined and sensual tank top in pure silk, machine knitted but in an almost-handcrafted manner. Extremely fine, almost a second-skin, it comes in 3 essential colours: flesh, black and ash lavender. This latest is one of the key colours in the Première Vision range for spring summer 12. The item is thus a special edition, on sale only during the three days of the show.

BOUTIQUE EPHEMERE 4,
Central area, Hall 6

A short biography of designer Jean Colonna is found on next page.

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Jean Colonna Biographical highlights

Jean Colonna was born in Algeria in 1955, and rapidly abandoned his medical school studies in Aix-en-Provence to study fashion. At 20, he was admitted to the Ecole de la chambre syndicale de la couture parisienne. Upon graduating he worked for two years at Pierre Balmain, then collaborated with the new generation of designers, including Jean Paul Gaultier, Claude Montana and Thierry Mugler, always keeping in mind his real focus: to create his own line of clothing.

His fashion concept is clear: it should «belong to the street, to everyone.»

In 1989, his first show was held at the Japy gymnasium. The 15-minute presentation was a radical departure from traditional catwalk shows and revealed an individual style. The clothes were «incredibly cut, with hidden tucks, and darts at the waist and bust that would give anyone the sexy body of a biker chick,» recalls Nathalie Dufour, the founder of Andam, the association for the development of fashion arts.

Skai, nylon, lining fabrics and fake fur in addition to real fabrics like Harris tweeds, silk and cotton are among Jean Colonna's favourite materials, fabrics he likes for their surprising beauty, treated in a way that gets to their essence, overstitched, and with lighter finishings.

An emblematic designer of the 1990s with a punk-rock style, he enjoys using his designer's savoir-faire to elaborate fabrics with a poor connotation.

In recent years, in a desire to bring his idea of fashion and his style to a broader customer base, he has been collaborating with mass-market brands, La Redoute, Ramosport, Morgan, and was a precursor of limited series well before their time. He also collaborates with artists, choreographers, singers (Alain Bashung for his «Les Grands Espaces» tour) and photographers (including photographer Bettina Rheims for her book *Heroines*).

In 2010 the designer was back with the JEANCOLONNA brand and an entirely new concept that is pure silk, pure cashmere, pure Nepal. A universal clothing item, breaking with all established codes, fashions and seasons, with a place in the wardrobe of all women. A luxurious and accessible little something. Light and transparent knits, simple shapes to freely layer, in a package that looks like a letter.

This is the line he is proposing at Première Vision in his pop-up shop, the BOUTIQUE EPHEMERE 4.

More information can be found at www.jeancolonna.com

1 FASHION INFO

Marioboselli Yarns & Jersey SpA

Distinguishing feature: very high quality

Specialists in high-end elaborated knit fabrics, Marioboselli Jersey presents four lines for spring summer 12: MARIOBOSELLI JERSEY, an innovative line of sophisticated products; SILKITAI, silk and silk-blend articles; LAB, an evolution of jersey with fabrics derived from the most cutting-edge developments; and a line for volume retailing.

The company also creates a women's ready-to-wear line called AREA.

Marioboselli Jersey works with the most important designers and names in international fashion. In September 2010, the quality and creativity of its products were vividly recognised by professionals when Marioboselli Jersey won one of the PV Awards, the 2010 Handle Prize. This prize is awarded to the fabric that allies the most astonishing tactile and behavioural qualities, the fabric that touches the senses and the emotions.

The company specialises in silk and artificial fibres (viscose, acetate), but also employs complementary fibres such as wool, cashmere, cotton and linen depending on the season. Each season a wide range of articles is developed, in tune with the latest fashion trends.

Marioboselli has been a family business since 1578, and is now part of MARIOBOSELLI Holding SpA, which in 2009 opened its capital to the Capelive Private Equity fund.

The company has a long history processing silk. There are traces of its activities in the silk industry as early as the 16th century in the city of Garbagnate Monastero, in Lombardy, where one of the factories is located.

In the mid-20th-century, as a complementary activity to its silk business, the company began working artificial and synthetic fibres. The last 30 years have seen the company develop various new initiatives in the textile, clothing and fashion sectors.

More information can be found at www.marioboselli.com

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1 FASHION INFO

Thermobonding, a cutting-edge technology by Dyloan Studio

Do you know «Bond»? Created by Dyloan and a group of high-performing companies, the thermobonding project is based on technology that opens the door to new and futuristic developments. It can be used for details as well as appliqués, making it possible to create entirely thermobonded clothing where sewn seams are replaced by thermobonding. The technique also opens the way for a new means of assembling fabric, and thus an entirely new manner of designing, creating and decorating clothing, whether in the fashion or technical domain.

This new technique was used in creating the hostess outfits designed by Jean Colonna.

It is also behind the three «sculptures» presented in the show's General Forum.

Based on an idea by the Première Vision Fashion Team and created in collaboration with IED ModaLab (European Design Institute), these fabric sculptures evoke and symbolise the three fashion attitudes of the spring summer 12 season. They were created using fabrics provided by Première Vision exhibitors, and propose spectacular bondings and assemblies.

Founded in 1987, Dyloan is a research and development group, conducting projects in the realms of fashion, art and design. For Dyloan, innovation, technology, research and experimentation, right up to the industrialisation process, are work instruments but also themselves objects of research. The constant interaction with fashion designers, materials manufacturers and technology firms, as well as university collaborations, allowed Dyloan to develop a unique sensibility and know-how.

More information can be found at www.dyloan.org

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SALON INFO

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SALON INFO

Making the case for a material presence?

The internet has witnessed a phenomenal boom. It pervades all, affects all sectors, colonises all activities. The internet lies at the heart of profound changes in many businesses, and particularly the fashion business. All news, all images can be transmitted and conveyed, accessed in real time, anytime, anywhere on the planet.

There's no longer any need to leave home to see a show, to explore a store with an innovative concept, to grasp all the details in a pattern, or discover a new colour harmony. Unquestionably, it has changed the landscape. It is by now essential for anyone seeking to find information, communicate, create, design or build. And sell: in France, clothing sales on the web have gone from under 1% in 2005 to more than 8% in 2010.

And yet. How can one appreciate, in a virtual world, the subtlety of a fibre's composition, the vibration of a colourway, the fluidity of a handle, the almost imperceptible springiness of a fabric? For sophisticated fabric products, which draw on all the senses, nothing will ever replace physical contact, the material presence of a product.

Additionally, faced with the explosion of virtual experiences in our lives, weavers themselves appear ready to go on the counter attack and realign a certain balance. For several seasons, fabrics have been playing with lighter weights, to take advantage of fullness in silhouettes, or growing more resistant, exploring strata and layering themselves as if to argue that lightness does not necessarily rhyme with immaterialness.

Rather than fruitless confrontation, what emerges as essential is a complementary approach. The web revolutionises traditional approaches - and so much the better. It brings innovative services, gives rise to new forms of communication, and leads to different types of relationships. It has the positive effect of forcing everyone to ask themselves probing questions, to affirm and refine the real value inherent in actual meetings and encounters.

In this spirit, in February 2011, when the show opens for three days of «live» meetings and business, Première Vision will launch its new site www.premierevision.com.

The site has been entirely rethought out, in terms of both look and function, and has been enriched by a host of new services and menus. The goal is to more broadly promote weavers and their know-how, to make fashion and professional information available, to favour a new dialogue and interactivity between exhibitors and buyers, and to help everyone save time when the time comes for the show itself. Its aim is to become the essential informational, contact and discovery tool for all fashion professionals. In the same way that the show, in its own transient yet material presence, is itself an obligatory stop two times a year for fashion professionals from throughout the world.

Each tool has its power and strengths. Today, it's not a question of comparing one to the other but of combining one and the other - for maximum effectiveness at the service of the global fashion market.

SALON INFO

34 new weavers

In February 2011, the show opens its doors to 34 new weavers. Among them, for the first time, is a Russian weaver, consolidating the country's important linen sector. As is always the practice at Première Vision, the admission of these new weavers was subject to the approval of the Selection Committee, principally made up of international weavers.

In total, there are now **669** exhibitors from 29 countries who will be presenting their spring summer 12 collections to buyers from across the globe. This is a significant increase of almost **+ 4%** over the February 2010 edition. At a time when companies are often forced to make choices, this testifies to the dynamism and appeal of Première Vision, the one essential event for all of the fashion world's major international players.

A glimpse at the collections and know-how of these new exhibitors, organised by style universe and profession.

seduction

the fancy and fluid universe

Seduction / Embroidery – ribbon

MODE ET DECO sarl

24 rue de la République – FR 59142 VILLERS OUTREAU / T. 33(0)3 27 82 00 33 / mode-et-deco@orange.fr

Mode et Déco is a company created by the Broderies Lévêque&Fils textile house. Mode et Déco is specialised in the production of embroidery and guipure manufactured in France, for the mid- and top-range lingerie and ready-to-wear markets.

RITEX SPA

Via Volta 43 – IT 21010 CARDANO AL CAMPO / T. (39) 0331 709 711 / info@ritexspa.com / www.ritexspa.net

This Italian company is presenting an embroidery collection: narrow widths target the lingerie/corsetry and swimwear markets, and wide widths are intended for ready-to-wear. Document-style, folklore or simplified florals, small geometrics, ornamental inspirations in engineered motifs or in all-over embroidered on tulle, stretch tulle, satin stretch or jersey grounds.

SALON INFO

RICAMIFICIO EMME SPA

Via della Pravetta, 23 – IT 21010 CARDANO AL CAMPO (VA) / T. (39) 0331 260292

An embroidery specialist, Ricamificio Emme is a partner company of Ritex Spa. The collection, which demonstrates particular attention to adapting new appliqué techniques to embroidery, is intended for the women's mid-range lingerie and ready-to-wear markets.

SUNWOO

2nd Floor, 306-11, Cheong-Song-Bldg – KR SEOUL / T. (82) 02 2241 7501 / chaichai78@hanmail.net / www.sunwoo.co.kr

The Korean company Sunwoo is integrated in embroidery. Specialised in guipure, they offer a vast panel of patterns and colourways for the mid-range cocktail, ready-to-wear and lingerie markets.

Seduction / Lace

TIANHAI LACE

No.213, Lian Guang Road, Eastern Section – CN 510760 GUANGZHOU / T. (86) 20 62813000 / sales5@gztianhai.com / www.gztianhai.com

Tianhai Lace is a Chinese company entirely integrated in the production of Raschel, Jacquardtronic and Textronic laces. A cutting-edge collection from both a technical and a creative point of view, for the lingerie/corsetry market and mid-range and mass market ready-to-wear.

Seduction / Prints

AKTEKS / NEON

Organize Sanayi Bolgesi – TR 16159 NILUFER BURSA / T. (90) 2242431396 / iremsavci@aktekstekstil.com.tr

This Turkish company is integrated in rotary and digital printing, and offers a collection of fabrics printed on knit and woven bases for the women's mass-market.

COTE TEXTILES

4 allée des Chevreuils – FR 69380 LISSIEU / T. 33(0)4 37 49 65 21 / sauvigne@cote-textiles.com

Coté Textiles is a vertically integrated French company specialised in prints for the women's mass market. A large offer of patterns printed on knit or woven bases, in coordinating colours.

Links by LEGGIUNO

1, Via Dante Alighieri – IT 21038 LEGGIUNO / T. (39) 0332 64 6811 / info@leggiunospa.it / www.leggiunospa.it

Already present at Première Vision with an offer of fabrics for mid/top-range colour woven shirtings, Leggiuno now also joins the Seduction universe with the Links line: a collection of prints on cotton bases, once again for shirtings.

SALON INFO

Top Project by LISA

Via per Fenegro 26 – IT 22070 VENIANO (CO) / T. (39)031 972749 / topproject@liskaspa.it / www.liskaspa.it

A new division of the company Lisa Spa (which already presents 2 lines at the show: Lisa and Just Fly), Top Project is a line of printed fabrics for the contemporary, top-of-the-range women's market. Refined patterns, florals, paisleys, and geometrics printed on quality bases in silk or cottons.

Seduction / Wool fabrics

GIOLICA srl

Via delle Fonti 428 – IT 59100 PRATO / T. (39) 0574550516 / giolicafranco@gmail.com

This Italian company is a converter with a collection of fancy woollens focusing on women's jacket weights and coats for the mid/top-of-the-range. In winter, products are broken down in wool blends: very fine wool gauzes, bouclettes, structured or colourful semi-plains. In summer the collection includes cotton or cotton blend fancies, tweedies, maxi-basket weaves, and plays on different yarn counts.

PANTEX

Via di Sofignano 6 – IT 59021 VAIANO (PT) / T. (39) 0574987336 / info@pantextessuti.it / www.pantextessuti.it

Pantex, from Italy, proposes a collection of woven fabrics for the mid- and top-of-the-range women's market. In winter, the collection focuses on jacket/coat weights and suitings in wool or noble blends. In summer, the collection features jacket and suit weights in linen, cotton or very refined wool, as well as dress or blouse weights in natural fibres.

Seduction / Silks

ALIBI srl

Via Bruges 39 – IT 59100 PRATO / T. (39) 034 51310451 / alibi.bianchi@gmail.com

ALIBI is specialised in silk and fancy wovens for the mid/top-range women's market. It presents its collection in 3 groups: the structured jacket/coat weights in refined blends. Light weights for dresses and blouses and more fluid and supple fabrics in wool, silk or viscose blends, and finally a series of quality plains, again for the women's market.

CAVALLERI & C

Via G.Della Porta, 8 – IT 22100 ALBIATE (CO) / T. (39) 031 523290 / francocavalleri@cavalleritextile.com

A multi-product collection, made by this converter in Italy. An offer comprising plains and jacquards, in silks or in synthetics, for bridal or cocktail dresses. The bases are also broken down in embroideries, quiltings and cloqués. A part of the collection targets children, with prints, plains and jacquards in colour coordinates.

SALON INFO

FCN TEXTILE

Le Bourg – FR 42470 FOURNEAUX / T. 33(0)4 77 66 40 40 / fcn-textiles@orange.fr

FCN (formerly TBM soieries) proposes a collection of silks and fancies for the mid and top-of-the-range women's market. They specialise in jacquard wovens, brocades, cut-throws, figured velvets, prints and sophisticated plains.

JJ EXPORTERS LTD

23 C. Ashutosh Chowdhury Avenue – IN 700019 WEST BENGAL, KOLKATA / T. (91) 33 24614775 / jjemail@vsnl.com / www.jjexporters.com

JJ Exporters proposes a collection of mid/top-of-the-range silks divided into 3 major lines: first a collection of creative jacquards and embroideries, an offer of silk plains in 100% silk with modern finishings, and finally a line of more craftsmanly wovens.

PROPOSTE srl

Via Provinciale per Lecco, 379 – IT 22030 LIPOMO (CO) / T. (39) 031555935 / info@propostecomo.it

An Italian company that develops a converted collection of plain and fancy silkies for mid/top-range women's markets. Jacquards that are refined in terms of constructions and colourways, broken down in wool, silk or synthetic blends in winter and in cotton, linen or silk blends in summer.

RENAUXVIEW

Rua do Centenario, 215 – Centro – BR 88037-610 BRUSQUE SC / T. (55) 4732551000 / renauxview@renauxview.com.br

Present at Première Brasil, the Brazilian company Renauxview is entirely integrated from spinning to finishing. The collection is presented in two groups: first shirtings, with yarn-dyed qualities and dobbies in cotton, recycled cotton or viscose. Fancies include jacquards and cut-yarns broken down in a range of patterns.

TESSO spa (Tessitura Serica Solzago)

Via S. Bartolomeo, 5 – IT 22038 TAVERNERIO / T. (39) 031426232 / info@tessospa.it / www.tessospa.it

A collection specialised in silkies (plains and jacquards) for top-of-the-range tops and linings in silk, cupro or cotton. They also propose a small collection of high-quality colour wovens for shirtings.

SALON INFO

UNI TEXTILE

*13F Sun Mullion Nbf Tower – JP 5410054 OSAKA / T. (81)6 6253 7311 /
uni-impex@komon-koubou.com / www.komon-koubou.com*

A Japanese company proposing a collection of feminine silks and prints for the mid-range and mass markets. Some prints are developed in partnership with museums in Japan and Spain to edit or reedit their archives. Their silk offer is comprised of fluid plains, washed crepe de chine, imitation silk and washed silk in 100% polyester, or even jacquards, dobbies and cut-yarns.

distinction

the elegant, formal and tailored universe

Distinction / Suitings

HOLLAND & SHERRY

*PO Box 1, Venlaw road – GB PEEBLES EH45 8RN / T. (44)1721 720101 /
enquiries@hollandandsherry.co.uk / www.hollandandsherry.com*

Holland & Sherry are presenting a collection of top-range worsted wool suitings. Fabrics made of noble materials, such as wool or cashmere, silk or cotton blends, intended for men's jackets and suitings.

HIRONEN CO.LTD / collection Hi Fab

2-12-1 Junka – JP 910-8668 FUKUI CITY / T. (81) 776 202626 / h-nogami@hironen.co.jp / www.hironen.co.jp

This Japanese company proposes a collection of high-quality plains. It is specialised in weaves and finishings of synthetic fibres (polyester, tri-acetate, rayon, nylon and sometimes blends with natural fibres). Products target the contemporary women's market for blouses and dresses, as well as heavier weights for coats and jackets.

SHANDONG NANSHAN : lignes Natsun et Filarte

*Nashan Industrial ZONE – CN 265706 LONGKOU CITY, SHANDONG PROVINCE /
T. (86) 535 8666908 /robertqin@126.com / www.nanshanchina.com*

An entirely vertically-integrated company, from spinning right on through to finished products.

At Première Vision, they are showing two lines of suitings: the first, Natsun, is for the men's mass- and mid-range markets. The second, Filarte, is a more high-range line, produced in Italy and China. The collection includes men's suitings in combed wool and noble blends such as wool/mohair, wool/silk, wool/linen, wool/cashmere, linen/silk or silk/mohair.

SALON INFO

relax

the casualwear, sportswear and jeanswear universe

Relax / Cotton-type

ARSAN TEXTILE

*Karacasu Kasabasi Karacay Mevkii – TR 46100 KAHRAMANMARAS / T. (90) 344 2512801 /
muratkilic@arsantextile.com / www.arsantextile.com*

Entirely integrated from spinning to finishing. Arsan is presenting a principally cotton collection that is focused on pant weights for the mid and mass-market men's and women's markets. Twill serges, dobbies, satins, and twills in cotton and cotton/stretch are proposed with a variety of finishings. In winter there are washed or emerised velvets, moleskins and baby cords.

BURCE TEKSTIL

*Keresteciler Sitesi – TR 34010 ISTANBUL / T. (90)212 6373075 /
evrencelenk@burce.com.tr / www.burce.com.tr*

This Turkish company is specialised in spinning and weaving, with a collection of casual jacket and pant weights for the mass-market. The vast majority are 100% cotton or cotton-stretch, plain and piece-dyed, featuring washed or emerised finishings, and structured weaves, woven drill, and satins for chino or 5-pocket trousers.

JAEIL FABRIC & CHEMICAL

*2F Sungwon B/ 767-22 – KR 137 829 SEOUL / T. (82)2 534 9888 /
prada1101@jaeilfnc.com / www.jaeilfnc.com*

A Korean company specialised in the production of fake leathers and skins, coated and bonded fabrics. The collection targets the mid/top-range relax/sportswear markets. The products include cottons, coated linens and suitings, trench or blouson bases in polyester or polyamide, imitation leathers, and shearling-style fake furs.

MIRAE CORP

N°1707, Block A woorim Blue 9 – KR 157861 SEOUL / T. (82)2 2668 3262 / miraepc@myblue9.com

Mirae Corp is a Korean company presenting a casual collection on the frontiers of technique, with a specialised know-how in woven imitation leathers and suedes, in coatings and finishings. Products are broken down in polyester sueded cloth aspects, skin-like effects, leather aspects, waxed or lacquered coatings or metal membranes.

PONTEX spa

Via Campagna 50/A – IT 41126 MODENA / T. (39) 059 356252 / luca@poxmo.it / www.pontexspa.it

An Italian converting company proposing a cottony collection for the mass and mid-range markets. An offer focused on pant and jacket weights with a special attention to dyes and finishings.

SALON INFO

SFAESCION

Via Cantoniga, 11 – IT 22100 COMO / T. (39) 031 44 91921 / sfaescion@sfaescion.it

A young Italian converting company with a collection of relax/sportswear fabrics for the men's and women's mid-range markets. An offer targeting jackets/trenchcoats and trousers, in cotton and cotton synthetic blends. The company is also presenting a more fantasy-oriented line focusing on prints and coatings that can withstand various post-manufacturing treatments, such as launderings, overdyes and stonewashings.

Relax / Linen fabrics

KLASIKINE TEKSTILE

Brastos Str. 9 – LT 47183 KAUNAS / T. (370) 37 360621 / info@klt.lt / www.klt.lt

This Lithuanian company is integrated from weaving to the finished product. Linen specialists, they are proposing a collection for the mid-range and mass markets. Linen plains for jackets and pants accompany fancy wovens for shirts and blouses, such as gauzes, seersuckers or yarn-dyed dobbies.

RULINEN

B. Sampsonievskiy pr., Imm 32 – RU 194044 SAINT PETERSBURG / T. (7) 812 324 2454 / group@rulinen.com / www.rulinen.com

Rulinen is an entirely integrated Russian company specialising in linen. They are presenting a collection of plain wovens, twills and basketwovens, plains and semi-plains, in linen and linen blends, yarn dyed stripes and dobbies for shirtings and jacquard or printed fancies.

Relax / Knits

CRISPIM ABREU Lda

Rua de S. Bartolomeu – PT 4765918 GUIMARAES / T. (351) 252 900850 / info@crispimabreu.pt / www.crispimabreu.pt

This Portuguese company is integrated in circular knitting, dyeing and finishing. Its offer includes a collection of casual knits for the mid-range and mass market. In summer, the collection is comprised of fluid plains in Tencel, modal or rayon, voiles and second skins in stretch polyamide, and cotton and Lyocell blends for lingerie and body knits. In winter boiled wool knits, Tencel/wool blend jerseys, and double faces.

MAGLIFICIO RIPA spa

Via Dell'Industria 32 – IT 26016 SPINO D'ADDA (CR) / T. (39) 0373 980 090 / info@maglificioripa.it / www.maglificioripa.it

This Italian company is specialised in the production of circular knits. Half of the collection targets the swimwear and lingerie markets with products such as polyamides or ultra stretch modals (up to 20% elastane). The other part is focused on piqués, jerseys, wool viscose or cotton jacquards for tops, jumpers and polos.

SALON INFO

MINAMI CO. Ltd

*5-17-7 Fukushima, Fukushima-Ku – JP 5530003 OSAKA / T. (81)6 6451 1371 /
e.yoshida@373k.co.jp / www.373k.co.jp*

Minami is a Japanese company proposing, through its line «Premina,» a collection of high-quality, creative knits and fake furs for the mid- and top-of-the-range markets. Knits include ultra-fine jerseys and piqués in Tencel, permanently-wrinkled cottons, washed cotton/modal, fleeces in different weights and finishings, and refined doubles. Fake furs have bird feather effects, wet pony, metal applications, sheep-like effects in PET, stretch or machine washable fake furs.

Relax / Colour wovens - Shirtings

KUWAMURA/Textile 2

*315 Sogai, Naka-ku – JP 679-1131 HYOGO / T. (81) 795 32 1180 /
t_kuwamura@kuwamura.co.jp / www.kuwamura.co.jp*

Textile 2 is a line from Kuwamura proposing a collection of men's mid-range colour wovens. With highly refined patterns and colourways, their winter collection includes overshirting weights in emerised cottons, oxfords and lumberjack checks with a brushed back, or double weaves. In summer, cotton, linen or ramie blends, ultra fine chambrays, chinés, and seersuckers as well as special developments: selvages elaborated like denim selvedge, and engineered stripes.

SALON INFO

Exhibitors in figures (20 December 2010)

	seduction	distinction	relax	pulsation	others	TOTAL
AUSTRIA	6	3	-	-	-	9
BELGIUM	1	-	2	1	-	4
BRAZIL	1	-	3	-	1	5
BULGARIA	-	2	-	-	-	2
CHINA	1	3	1	-	-	5
CZECH REP.	-	1	1	-	-	2
FRANCE	55	5	16	4	13	93
GERMANY	6	6	4	1	3	20
GREAT-BRITAIN	10	10	4	-	3	27
GREECE	-	-	1	-	-	1
HONGKONG	-	-	1	-	-	1
INDIA	2	1	-	-	-	3
IRELAND	-	-	1	-	-	1
ITALY	183	74	41	7	7	312
JAPAN	14	5	5	2	-	26
LITHUANIA	-	1	3	-	-	4
MAURITIUS	-	-	1	-	-	1
MEXICO	-	2	-	-	-	2
NETHERLANDS	-	-	1	-	-	1
PORTUGAL	2	13	9	2	1	27
RUSSIA	-	-	1	-	-	1
SLOVENIA	-	-	1	-	-	1
SOUTH KOREA	8	-	6	7	1	22
SPAIN	10	6	8	-	2	26
SWITZERLAND	7	1	1	1	-	10
TAIWAN	-	-	4	6	-	10
THAILAND	-	-	1	-	-	1
TURKEY	11	18	21	-	1	51
USA	-	-	-	-	1	1
TOTAL	317	151	137	31	33	669

SALON INFO

New:
TREND *Vision*

The Première Vision fashion seminar

The Fashion Information unfurled at the show is both rich and comes in a variety of formats - from the fashion areas, to the Film, the information fact-sheets, the Daily Newspaper, and the Bests. How does a visitor best take advantage of this rich offering of creative pathways and inspiring information? In answer to a demand from buyers facing concentrated visits, yet anxious to maximise their time at the show, Première Vision has put in place a fashion seminar.

Presented by the Première Vision Fashion Team, the TRENDVISION seminar proposes a 45-minute overview of the season's fashion directions. The program will include:

- not-to-be-missed events
- the spring summer 12 themes: general influences, the right mixes for the season, the colour harmonies and fabric/style recommendations broken down by market: men's, women's and sportswear
- highlights by style universe: Seduction, Relax & Distinction, Pulsation

To help buyers organise their time during their visits and ensure they can attend the conference (places are limited), pre-registration is available at www.premierevision.com

Enrolment in TRENDVISION includes a priority-access ticket for the Film. Another advantage is that seminar participants may buy the Spring Summer 12 Colour Card/Range at a preferential fee. Access is free for journalists who have registered ahead of time at the Press Club.

TRENDVISION, presented each day at 11 a.m. Mezzanine hall 6, room 611, Fee: 70 euros.

SALON INFO

4 new Performance Codes

Organic, recycled, eco-friendly finishing, garment washable: four new **Performance Codes** bow in this February 2011; four new codes to communicate Première Vision's interest in closely accompanying the development of new products and market evolutions.

The first three pictograms note the great wave of organic and eco-friendly developments, born of a desire to better respect the environment and conserve the planet's resources. They round out the Sustainable production pictogram, created five years ago, which needed to be made more specific, both in terms of fabrics and finishing.



organic:

a fabric with a majority of certified-organic natural fibres (cotton, wool, silk, linen).



recycled:

a fabric with a majority of recycled fibres, either natural or synthetic (principally cotton, wool, linen, polyester, polyamide or silk).



eco-friendly finishing:

dyes and treatments respecting the strictest international standards (regarding laundering, the absence of heavy metals, water conservation, pollution-reduction).

Another evolution called for a separate code: modern technology transfers make it possible to wash or to wash-out the finest wools and the most delicate blends. These technical developments are extremely timely in terms of accompanying the growing closeness between the tailored and relaxed universes.



garment washable:

a textile designed to stand up to garment washings and wash-out treatments.

The Performance Codes were created 10 years ago by Première Vision. Their aim was to reveal the hidden qualities in fabrics, to shed light on their sometimes invisible specificities, to signal out innovation and underline differences. They are a highly effective tool. The Performance Codes allow exhibitors to showcase their products and know-how by revealing the added-value - not always immediately visible - of their fabrics. For buyers, these codes constitute a unique indicator, and are extremely useful in terms of rapidly choosing the product that best corresponds to their research.

All the pictograms and their definitions can be found at www.premierevision.com, under the 'Fashion' heading.

SALON INFO

Whether you lean more to 'swimwear' or 'bags & luggage', Follow the guide!

In February 2011, The Pluriel Expert Trails invite you to discover exhibitors from two very different markets, both very promising for the spring summer 12 season.



With **swimwear**, dive into the market of swimwear and water sports.

This trail leads from yarns to the accessories, fabrics and patterns dedicated to the world of fluidity.

Technical and fashion-oriented, quick-dry and maximum-stretch products, chlorine-resistant fabrics and accessories. Patterns and shapes from the tiniest to the most covering, all the ingredients are here for a sporty, sensible or sexy allure.

bags & luggage takes you on the trail of the fibres, fabrics, leathers, plastics, coatings and accessories dedicated to the bags and luggage market: handbags and shoulder bags, clutches, totes, messenger bags and school bags, in addition to travel cases and suitcases to pull or push.... all the ingredients indispensable for making fashion that transports.

The Pluriel Expert Trails run through all six shows of Première Vision Pluriel (Expofil, Première Vision, Le Cuir à Paris, Indigo, ModAmont, Zoom by Fatex), which is what makes the trails so effective (from yarns to manufacturing, the six shows present a complementary and complete offer), and also so pertinent (in each sector the top specialists are featured).

Buyers looking for specialities have roundly praised these thematic buying guides, carried over at each edition. They help visitors to organise their sourcing throughout the six shows, to discover new developments and suppliers, to conceive and create their collections and thus optimise their visit to the unique ensemble represented by Première Vision Pluriel.

The Pluriel Expert Trails, with a list of participating exhibitors, are found on the interactive Map/Guide, which is available as of mid-January on the websites of the different shows, and also at www.premierevision.com

At the show, they can also be found in the Map/Guide that is distributed at various information points. Stands of participating exhibitors are marked by a specific Trail logo.

SALON INFO

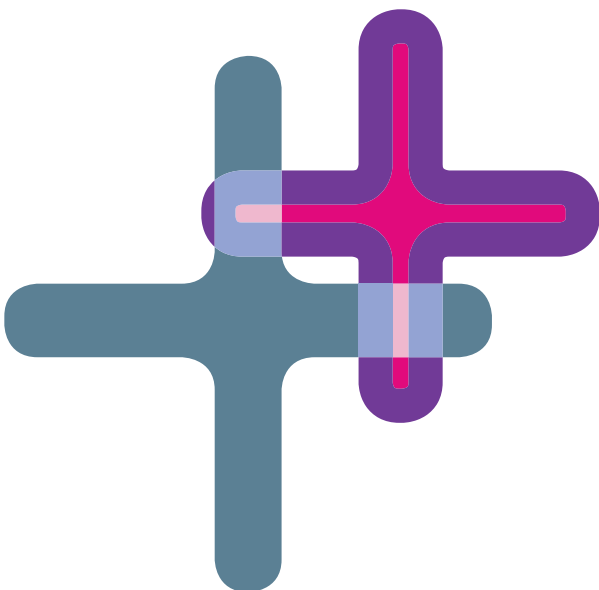
Première Vision Pluriel launches a campaign

Première Vision Pluriel gathers six complementary shows bringing together all the major players in the international fashion-textile sector.

A winning ensemble for buyers from throughout the world, who unerringly and unanimously applaud this unique ensemble where they find, together in one place, all the ingredients to build their collections - from yarns through manufacturing, including fabrics, leather and furs, patterns and accessories.

The new, simple yet dynamic ad campaign features an interplay of colorful 'plus' signs, a world of positive signals to communicate the synergy of the six shows, and transmit all the energy, efficiency and energy that is Première Vision Pluriel.

PREMIÈREVISION
PLURIEL
FASHION
NEEDS
THE
BEST



■ EXPOFIL®

PREMIÈREVISION

LECUIRAPARIS
LEATHER&FUR EVENT

indigo

ModAmont

ZOOM

Upcoming international rendez-vous

• Spring Summer 12 fashion season

Première Vision Preview New York

11 - 12 January 2011 / www.premierevision-newyork.com

Direction by Indigo / New York

11 - 12 January 2011 / www.directionshow.com

Première Brasil / Sao Paulo

19 - 20 January 2011 / www.premierebrasil.biz

Première Vision / Première Vision Pluriel

Parc d'Expositions de Paris-Nord Villepinte
8 - 10 February 2011 / www.premierevision.com /
www.premierevision-pluriel.com

Première Vision Moscow

10 - 11 March 2011 / www.premierevision.ru

Première Vision China / Beijing

31 March – 1st April 2011
www.premierevision.cn

• Autumn Winter 2012-13 fashion season

Denim by Première Vision /

Paris, Halle Freyssinet
25 - 26 May 2011 / www.denimbypremierevision.com

Première Vision Preview New York

13 - 14 July 2011 / www.premierevision-newyork.com

Première Brasil / Sao Paulo

20 - 21 July 2011 / www.premierebrasil.biz

Première Vision / Première Vision Pluriel

Parc d'Expositions de Paris-Nord Villepinte
20 - 22 September 2011 / www.premierevision.com /
www.premierevision-pluriel.com

Première Vision Moscow

October 2011 (dates to be confirmed) / www.premierevision.ru

Première Vision China / Shanghai

October 2011 (dates to be confirmed) / www.premierevision.cn

• Spring Summer 13 fashion season

Denim by Première Vision /

Paris, Halle Freyssinet
30 November - 1st December 2011 /
www.denimbypremierevision.com

2012

Première Vision / Première Vision Pluriel

Parc d'Expositions de Paris-Nord Villepinte
14 -16 February 2012 / www.premierevision.com /
www.premierevision-pluriel.com

Première Vision / Première Vision Pluriel

Parc d'Expositions de Paris-Nord Villepinte
From Wednesday 19 to Friday 21 September 2012 /
www.premierevision.com / www.premierevision-pluriel.com