



SPRING

SUMMER

- 1 THE SPIRIT OF THE SPRING SUMMER II SEASON
- 2 THE RANGE
- 3 THE FABRICS
- 4 ATTITUDES
- 5 COLOUR IN THE WHITE CITY:
AN EXCEPTIONAL DESIGN BY JEAN-PAUL KNOTT,
WITH THE PARTICIPATION OF SFATE & COMBIER

Première Vision
The World's Premier Fabric Show™
From Tuesday 9 to Friday 12 February 2010

Press Kit January 2010

FASHION INFO

PREMIÈREVISION



SPRING

SUMMER

PREMIÈRE**vi**sion

I. THE SPIRIT OF THE SPRING SUMMER II SEASON

Undispersed, the season opens onto new horizons.

It shuffles fashion periods like the cards of a deck, to structure solutions that are more natural, simpler and more accurate.

It urges us to make choices that lead to an alternate present, to embrace the lightness of futility, the capital in dreams, the freshness of fanciful energy.

It goes one step beyond to cultivate the pertinence of blends over pure compositions, advocating the inimitable and sowing the seeds of deep alliances between styles and genres.

It accentuates dissonance, to bring out straightforward developments where the visible tends carefully to the invisible, where the tactile perfects the subtle.

It nourishes surprise, conveys the positive side to risk, and imagines a nature that is new, strange and marvellous, beneficial and futuristic.

It sparks a taste for relaxed elegance and confirms the creative power of weavers to create dense and fluid, lively and deliciously material silhouettes.

A season like a powerful, substantial and lightweight motor, to banish monotony and show itself in broad daylight.

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2. THE RANGE

Capturing the energy of colour as something tangible, to step out from the shadows and open up to a richly hued season. Opting for visibility, and surprising without disturbing or shocking, with determination and sensibility.

Luminous, pale, bright and moving, colours decisively embrace dazzling universes: floral vivids, artificial pastels, colourful jellies, limpid sea waters, fresh skin tones, synthetic lights.

Putting the silhouette in colour - meticulously, broadly and skilfully. Cultivating the contrasts between the weight of fabric and the intensity of colours, by materialising pales and dematerialising brights.

Using subtle treatments and washings to bring out a noble and lively mattness.

Proscribing uniformity through a range that lends itself to plays on hybrids, with grating multi-colours, brilliant monochromes and languorous tone-on-tones.



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3. FABRICS

COLOURING AND COLOURISING

rendering in colour, adding up techniques, impregnating, applying, scraping, lifting off. Enhancing colourways and giving bloom to an artificial vegetation tinged with hyperrealism. Playing with fresh and dissonant harmonies, with grating tones in flowerbeds, stripes ad handkerchief checks.

materialising pales, cultivating the contrasts between the weight of the material and the lightness of colour. Lightening the tones of the heaviest base fabrics. Combining luminosity and harshness, lending lighter hues to tweeds and raw weaves. Enriching the paleness of fine linear irregularities. Whitening sturdy cottons, washing cupros and draping silks.

dematerialising brights, lending a presence to featherweights thanks to the intensity of colour. Colourising transparencies, organzas, and semi-translucent multiple layers. Pigmenting ethereal laces and delicate embroideries to the extreme. Invigorating snapping cottons, synthetic windbreakers, and extra fine and opaque knits and silks.



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3.1 FABRICS

CUTTING TO THE QUICK

Making trenchant choices in terms of tradition, crumbling together classic and folkloric references to create a fertile earth.

carving up patterns, breaking up visual codes, disrupting deck chair stripes and checks, slicing up nautical patterns and Prince of Wales. Dividing up geometrics, shattering motifs. Fragmenting traditional ethnic patterns such as paisleys and arabesques and initiating ironic approaches.

breaking with regularity, cross hatching smooth surfaces. Elaborating subtle wrinklings with pleats that are crushed several times. Washing and meticulously whitening. Perfecting graduated effects in double dyes, eroding colour and shine. Making surfaces grainy, playing with irregular yarn tensions, capturing light in the texture of ribs. Partially raising surfaces, using subtle knops and bourrette to enliven dense cottons and denims, compact linens and snapping silks.

disrupting solidity, subtly mistreating sturdy and heavyweight fabrics the same as ultra-lightweight fabrics. Distressing leather aspects, denims and compact cottons and suitings with precise lacerations and engineered coatings.



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3.2 FABRICS

LIQUEFYING

Calling forth a liquid materiality in textiles. Simulating water in all its forms, exploring its depths and eddies, its reflections, murkiness and clarity. Looking for watery sensations, runny handles and fluctuating visuals.

toning-up fluidity, with crêpes for runny and springy suitings and silks. Pushing suppleness to the extreme, eliminating weight without provoking limpness. Lending a strong character to surfaces as well, through shivering effects and micro-undulations.

liquefying gleam, lending a liquid appearance to shine. Plasticizing, varnishing, lacquering, coating, chintzing and imparting limpid, gasoline or swampy reflections. Suggesting humidity through gelatinous, gummy, oily and siliconed surfaces.

immersing decors, drowning florals, making plants murky, and sustaining a certain confusion between abstraction and florals, linking density and transparency. Diving in to sketch out marvellous aquatic landscapes, transcribing without describing the strangeness of a dazzling underwater nature.



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3.3 FABRICS

A CHANGE OF SKIN

Constructing a softness around the body, embellishing it and correcting it, surrounding and accompanying it. Using fibre blends to create an intimate bubble, a chummy envelope, a friendly carapace, covering up to avoid overexposure and gracefully protect oneself.

coaxing flexibility, softening ultra-stretch to delicately sheath and accompany the body. Tending meticulously to the handles of bi-stretch fabrics, seeking epidermal, creamy, petal or silicone sensations.

inflating structures, elaborating summery carapaces with a voluminous lightness. Structuring raised weaves and piqués reminiscent of rubber table protectors. Inserting air and targeting a docile and weightless roundness, padding-effect jacquards, architectural embossings, embroideries inflated with air, structured transparency, and 3D knits and double weaves.



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4. ATTITUDES

CHEEKY OPULENCE

Looking ahead with a teenager's soul, being seduced by the ambiguities between fragility and impertinence, provocation and seduction. Navigating between street culture and couture opulence. Daring explosive encounters between uptown nobility and downtown vitality, between the preciousness of silks and the fleetingness of graffiti. Drawing inspiration from artist's collectives to put a multiple signature to exceptional pieces. Retransmitting the emotion of the moment, sketching free style, in coloured pencils, playing on collages and blends of words and letters. Marrying lace, embroidery and jacquards to artificials, to plastic, rubbery and siliconed synthetics. Creating bridges between luxury and play, between a fluid lightness and a material suppleness, between the natural and technical ingenuity with astonishing, even surprise, handles.

REGENERATED TAILORING

Taking a frivolous attitude to serious clothing and shaking off taboos. Sketching out a freshened-up and casual elegance. Brightening up suits with cottony accents and light handles. Adopting mercerisings in wool, mixing linens, creating hybrid suitings, relaxing chic shirtings, developing ultra-discreet washed-out aspects and un-ironed and pigmentary matt treatments. Giving a new spin to ties, daring fantasy, prints and colour for a flowery formalwear.

SPARKLING NONCHALANCE

Enchanting daywear with a relaxed and energetic approach. Prettying-up reality, 50s-style, creating a spruce fantasy through figurative motifs with a charming simplicity and artificial cleanliness. Accentuating the flavour of the silhouette with supple sportswear cotton, stretch semi plains, fresh raised tweeds. Colourising with an ironic dissonance nautical stripes and micro checks. Mixing deliciously wicked "tough guy" looks with a wry and twirling freshness.



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PREMIÈREVISION

5. COLOUR IN THE WHITE CITY: an exceptional design by Jean-Paul Knott, with the participation of Sfate & Combier

In February 2010, Première Vision undergoes a metamorphosis, transforming itself into a white city, as if by the wave of a magic wand. And against this white screen, where every creative imagining and far-off place can be projected, the hostesses showcase the emerging energy of a colourful spring summer 2011.

Designed by **Jean-Paul Knott**, the hostess outfit combines a noble fluidity with a modern, casual spirit. It includes a floral-toned tunic, both luminous and greedy, in colours like pumped-up orange, peony, marshmallow, iroko wood, H₂O or tattoo blue. The tunic blooms against the whiteness of a dazzling pair of jeans and tee shirt.

A virtuoso of structure, Jean-Paul Knott reveals all the power of fabric by drawing inspiration from a simple geometric shape: the rectangle. It magnifies fluidity and suppleness through a fabric in moving silk, for a draped piece of clothing held together with a knotted tie. The result is a fluid, mobile and fluctuating silhouette for an alluring dash forward into the season's dynamic.

French weaver **Sfate & Combier** created the pure silk fabric of the tunic. Specialised in silk mousseline, the company develops highly creative silk collections in plains, jacquards and exceptional prints for luxury ready-to-wear and designers. The tunic joins in a creative dynamic mingling know-how with an outlook toward the future, a dynamic shared by this modern Lyon-based weaver distinguished by equal parts creativity, quality and reactivity.

Echoing this fluidity, Jean-Paul Knott has designed a softly contrasting pants and tee-shirt silhouette in collaboration with noted Japanese brand **Tomorrowland**. And in a wink at the season, he designed «pillow bags,» that interpret a floaty geometry of colourful and spruce volumes, as well as decorative pins, in the Première Vision colours, to add a sparkling accent.

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5.1 COLOUR IN THE WHITE CITY...

Short biography of Jean-Paul Knott:

A graduate of New York's Fashion Institute of Technology, Jean-Paul Knott, originally from Belgium, created the company JEANPAULKNOTT in 2000 in Brussels. Since then his work has been unanimously saluted for its rigorous cuts, pure lines, mastery of volume and lightness of draping.

Along with his own collections, Jean-Paul Knott has worked for a number of other prestigious fashion houses, including Krizia, Louis Féraud and Cerruti, where he was artistic director of all lines.

Open to other artistic universes, including design, dance and photography, Jean-Paul Knott has created costumes for the Béjart Ballet, developed the concept of «shirt poems» in collaboration with writer Esther Henwood, designed the rooms for the Royal Windsor Hotel in Brussels, and opened an art gallery that has provided a home to numerous exhibitions (Blocknott Gallery, in Brussels). In September 2009, he inaugurated the Knott Shop boutique, at 19 rue Lebeau in Brussels.

He was the invited designer of the «3 Suisses» autumn-winter 2009-2010 catalogue, for which he created a widely remarked capsule collection.

In another facet of his work, he has been working on environmental issues for three years with the UN. For the «Seal the deal!» campaign launched by the UN to accompany the climate change talks held in Copenhagen in December 2009, he designed a special tee-shirt. To avoid any additional spending, Jean-Paul Knott invited everyone to make the tee-shirt themselves. In a video, which can be viewed at www.coolplanet.org, he provides advice, tricks and how-tos for this «eco-aware» design.

JEANPAULKNOTT

20 Bd Barthélémy, BE 1000 Bruxelles

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Sfate & Combier

8 chemin du stade, FR 38730 Doissin

T. + 33(0)4 749 22052 / contact@sfate-et-combier.fr

TOMORROWLAND

1-32-18 Ebisu Nishi, Shibuya-Ku, Tokyo 150-0021

T. + 81 3 5456 1063 / www.tomorrowland.co.jp

FASHION INFO

- 1 WILL AND DETERMINATION
- 2 PREMIÈRE VISION TRANSFORMS ITSELF
- 3 ECO COLOUR AND EXTREME SPORTS,
TWO NEW PLURIEL EXPERTS TRAILS
- 4 NEW EXHIBITORS
- 5 EXHIBITORS IN FIGURES
- 6 REAL-TIME COLOR CHART
- 7 A NEW FACE FOR THE SHOW'S NEW DESIGN
- 8 UPCOMING INTERNATIONAL RENDEZ-VOUS

Première Vision
The World's Premier Fabric Show™
From Tuesday 9 to Friday 12 February 2010

Press Kit January 2010

SALON INFO

I. WILL AND DETERMINATION

To all appearances, the economic environment remains worrying, though the question is for how much longer. Top experts themselves get lost in their conjectures. Whatever the case, broad repercussions in terms of lifestyles and consumption are to be expected, while remaining difficult to predict.

In this deeply uncertain context, Première Vision is maintaining its choices in terms of quality and selectivity. Steadfastly. And with a determination - though not without adjusting to new givens - to not compromise. More than ever, in these difficult times, will and determination count. Première Vision affirms this through its initiatives and its investments.

Last September, it created a general surprise by deciding, in the midst of the crisis, to turn the spotlight on the creativity of fashion textiles. The result was an enthusiastic reception on the part of international fashion professionals for the first edition of the PV Awards, which singled out four remarkable fabrics.

2010 brings new challenges and new initiatives: Among them:

Modernising the show. As of the February edition, Première Vision transforms itself. In an effort to better meet the expectations of exhibitors and visitors, the show is totally reinvented as a white city, both modern and cosmopolitan. Two considerable innovations are behind this complete metamorphosis: an entirely rethought-out urban architecture by a pair of renowned artists, Eric Jourdan and Francesca Avossa, and the use, in a world premiere for a trade fair, of a unique material, DuPont™ Corian®. This is a large-scale commitment for the future.

Increasing services. Ever attentive to the effectiveness of the show, Première Vision is continually refining its services. One example is the Pluriel Expert Trails. Actual buying guides, organised by theme, they have been applauded by buyers for facilitating their work and their research within the six Première Vision Pluriel shows. They will be featured again in February, with two new trails: Eco Colour and Extreme Sports.

Developing the international network. Determined to strengthen its international operations targeting fashion industries, Première Vision launches two new events in 2010: Première Brasil, in Sao Paulo (20-21 January) and Première Vision Tokyo/JITAC (23-25 March). This dynamic of development is written in the long term, aiming to guarantee Première Vision and its exhibitors a direct presence in all the markets that count.

2. PREMIÈRE VISION TRANSFORMS ITSELF

Often described as trivial, fashion is nevertheless a powerful driving force that sometimes permeates research and development in universes that are at first view distant from its own. Unceasingly re-inventing itself, fashion acts as an incentive to follow unexplored trails and dreams and anticipates tomorrow's products. Its commitments -creation and innovation- are the same as Première Vision's, the World's Premier Fabric Show, that gathers twice a year the best weavers from all over the world, and that since its creation strives to offer a setting matching this ebullient creativity.

Innovation is the catchword to describe the work of designer **Eric Jourdan** and scenographer **Francesca Avossa** who were asked by Première Vision to conceive a new look for the show. The duo entirely rethought the design of the show and chose to assert Première Vision's resolutely urban, contemporary and cosmopolitan character. This project was carried out with the **GL events** Group as co-developer whose teams have been associated with each step of the implementation. GL events is also in charge of building the new stand and setting it up at each edition of Première Vision.

From then on it will appear as an international city, a white city comprising small buildings (white blocks), some topped with a textile superstructure, which evokes an architectural style based on geometry, the essential and subtlety.

Why white? Because it is timeless. Because it is without reference to a particular region, it is at once neutral and dynamic. Because it allows emphasis to be placed on the exhibitors' collections and the explosion of colours, the subtlety of tones and the variation of materials. But it's not just a plain white. Eric Jourdan and Francesca Avossa chose a unique white material, **DuPont™ Corian®**. Noble, sophisticated, sensual, this innovative product, developed by DuPont, will be used for the first time as an essential constituent of an exhibition stand. It was managed as a very specific development: a luminescent white colour "Vision Plus", and custom size for panels. A world first!

2.1 PREMIÈRE VISION TRANSFORMS ITSELF

A translucent product, DuPont™ Corian®, is intended to protect the confidentiality of meetings within the stand while from outside one can detect that activity is going on. The stands, like “white boxes”, highlight the exhibitors’ collections. A subtle game of light and shadows that enhances the sensitive and alive environment of the show.

In addition to the stands, the exhibitors’ private space, Eric Jourdan and Francesca Avossa have also designed all the furniture, as well as the common spaces (reception, information and restaurant areas) and all the signage for the show, the latter in cooperation with the **Art & Entreprise** Agency.

To keep in tune with fashion rhythms, each show will be linked with colours echoing the season. For February 2010, “green jelly” and “H₂O” from the spring summer 2011 Première Vision range will guide the visitors’ path and colour the upper sections of the show’s fittings. A fleeting fashion statement against a timeless white concept.

For more information:

- **A new look for Première Vision conceived and designed by Eric Jourdan and Francesca Avossa.**

To discover all the facets of the duo who conceived the new design of the show (appendix I)

- **15 000 sqm of DuPont™ Corian® specified for the global architecture of the show**

To know all about the unique material used as a world premiere for Première Vision (appendix II).

3. ECO COLOUR AND EXTREME SPORTS, two new Pluriel Experts Trails

Launched last September, the Pluriel Expert Trails, which crisscross the six shows which make up Première Vision Pluriel, were an instant success with international buyers. For the second edition, they target two pertinent themes: eco-colour and extreme sports.

Eco Colour

It's the end of the sad ecologist in ecru or beige! Today, clean colour is a reality and an indispensable ingredient in the fashion market. In keeping with essential eco-friendly developments, Première Vision Pluriel decided to target colour initiatives. Spinners, weavers, tanners, accessory manufacturers: the "*Eco Colour*" trail will single out the companies which offer products dyed using non polluting colorants, natural vegetal dyes or undyed materials in their spring summer 11 collections.

Extreme Sports

To allow man to go ever further, to improve his physical performance and comfort in the most extreme sports conditions, the companies operating in the textile chain are constantly striving to innovate and imagine new developments. These high end technological products push the boundaries, thanks to exceptional properties such as temperature regulation, breathability, waterproofing, strength and stretch.

From yarns to garments and fabrics, designs, leathers and accessories, all sectors in Première Vision Pluriel address this market and can participate in the "*Extreme Sports*" trail.

These trails are designed as actual buying guides and each is dedicated to a specific theme relating to a product or market. They help buyers discover new developments and suppliers, to better organize their sourcing and prepare their collections.

Running transversally throughout the six shows and offering an extremely efficient service to make the work of visitors easier, the Pluriel Experts Trails also intend to highlight the exhibitors' know-how and the complementarity of the products presented at Première Vision Pluriel.

3.1 ECO COLOUR AND EXTREME SPORTS...

How to spot the Pluriel Experts Trails ?

- To prepare the visit:

The list of companies participating in each trail, as well as a location map, will be available on line on the Première Vision Pluriel website prior to the show.

www.premierevision-pluriel.com

- During the show:

Brochures will be available at the entrances and at various places in each event: they will include the list of exhibitors participating in the trails as well as a map to find one's way rapidly.

Moreover, a specific indication will appear on the stand sign of each exhibitor identified by the trails.

4. NEW EXHIBITORS

In February 2010, the Paris show's offer will be enriched by the know-how and collections of ten new exhibitors. Like all new exhibitors, they have been chosen by the Selection Committee on the basis of demanding criteria, among which quality, creativity and financial reliability.

As of today (non-final figures as of December 30), 645 exhibitors from 29 countries will be participating. Although this figure shows a slowdown compared to February 2009 (682 exhibitors), it indicates that the show is resisting extremely well in the current economic situation, which has weakened many companies in the textile sector. This strength confirms Première Vision's position as essential in the international fashion market.

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

P r i n t s

MODA MILANO by AVANTGARD

Via Canedette 7 – IT 2270 GRANDATE (CO) / T. (39) 031564088
 avantgard@avantgard.it / www.avantgard.it

Already present at Indigo, the Italian company Avantgard presents at Première Vision a line of fabrics entirely made using digital printing. A collection of printed patterns on quality and varied grounds, from silk chiffon to leather, intended for the mid/top of the range women's market.



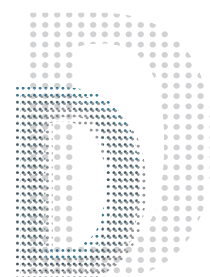
seduction

L i n i n g s

EZIO GHIRINGHELLI spa

Via Ronchetti, 25 - IT 21040 Oggiona S. Stefano (VA) / T. (39) 0331 217082
 sales@ghiringhelliezio.it / www.ghiringhelliezio.it

The Italian company Ezio Ghiringhelli specialises in viscose and polyester linings, with or without stretch, as well as cotton or cupro blends for summer collections. The collection is noteworthy for the amount of research and fantasy that goes into its designs: small colourful dobbies, stripes, checks and patterns in refined jacquards.



distinction

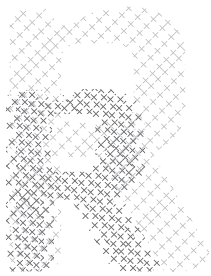
4.1 NEW EXHIBITORS

K n i t s

TESSITURA ROSSI

Viale della Meccanica 17/19 – IT 41012 CARPI (MO) / T. (39)059 696666
 fachin.roberto@tessiturarossi.it / www.tessiturarossi.it

The Italian company Tessitura Rossi develops its activity in the direction of the mid/top of the range and the mass market. It proposes a collection of jerseys, fine ribs, fine fleeces and milanos in modal, cotton or viscose. For winter there are sweater knits in wool blended with viscose, modal or polyester.



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TUP MERSERIZE

Mehmet Akif Caddesi Denge is Merkezi 22 – TR 34169 ISTANBUL
 T. (90)212 6376819 / info@tupmerserize.com / www.tupmerserize.com.tr

« 2nd Skin »: is the eloquent name of the knit collection presented by the Turkish firm Tup Merseize. It comprises jerseys, ribs, fleeces and milanos made of cotton, mercerised cotton, viscose, and lyocell as well as wool or silk blends. Markets: women's and men's, mass market and mid-range.

C o l o u r w o v e n s

MERIDYEN TEKSTIL SAN A.S

Yeni Yalova Yolu 15km, Ovaakca - TR 16250 Bursa / T. (90) 224 267 1343
 info@merlinetextile.com / www.meridyentextile.com

Meridyen Tekstil develops a collection of fabrics for shirtings primarily intended for mass-market womenswear. There are two main directions: the city line breaks down plains, stripes and discreet checks in cotton or cotton/pa. In a more relaxed vein, the second line proposes, in cotton and cotton blends, washed finishings, colourful stripes, double faces and fancy-woven voiles.

4.2 NEW EXHIBITORS

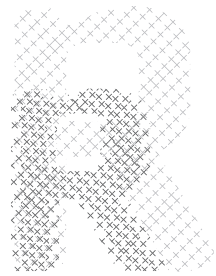
D e n i m

PROSPERITY TEXTILE

Block H&G, 21/F, Superluck Industrial Centre - (Phase 2), 57 Sha Tsui Road
-Tsuen Wan N.T - Hong Kong / T. (852) 3188 0716

vincent@prosperity-textile.com / www.prosperity-textile.com

Already present at Denim by Première Vision and Première Vision Preview New York, Prosperity Textile presents a collection targeting the mid-range and mass markets. Two product lines are included: «Prosperity Denim Fabric» and «Red Denim», which include indigo in 100% cotton, combed cotton with stretch, Tencel®, XLA™ or T400®.



relax

NIEN SHING Textile Co.

13Floor, n°306, Neihu Road, Sec.1 – TW TAIPEI / T. (886) 2 2656 8888

robert.huang@nienhsing.com.tw / www.nht.com.tw

A denim specialist, Nien Shing Textile presents a collection targeting the mid range and mass markets. Entirely integrated from spinning to finished products, the company has expertise in all the specific denim techniques: indigo, dyes and overdyes, coatings and launderings.

T e c h n i c a l f a b r i c s

GOLDLON WORLDWIDE inc.

2nd Floor, Songgok Building, 448-3, Bangbae-Dong, Seocho-Gu – KR
137-060 SEOUL / T. (82) 2 582 8778 / dpark@goldlonww.com

Experts in high-density synthetic fabrics, Goldlon Worldwide targets the sportswear/casualwear mass markets. Its products include shape memory 100% polyester, yarn dyed or piece dyed, featherweight parachute fabrics, stretch and bi-stretch broken down in washed finishings, peachskin handles, embossings or coatings.



pulsation

4.3 NEW EXHIBITORS

T e c h n i c a l f a b r i c s

PREMIERE FASHION

9F, N°141, Sec.3, Jen Ai Road – TW 106 TAIPEI / T. (886) 2 2781 0522
sales@premiere1.com.tw / www.premiere1.com.tw

Located in Taiwan, Premiere Fashion elaborates a collection of high-performance fabrics intended for active sportswear and outdoor wear, for the mid range and mass markets. The woven and technical woven products include five product lines: Biking, Golf, Yoga, Outdoor and, the latest development, Eco-Green, entirely made of recycled polyester.



pulsation

SHINKONG

11 Floor N° 123, Sec2, Nanking E.Road – TW 104 TAPEI
T. (886) 2 2507 1251 / marketing@sktextile.com.tw / www.sktextile.com.tw

A collection of technical fabrics with performance qualities adapted to sportswear, active sports or beachwear for the men's market: high-resistance, waterproof and water-repellent, breathable, anti-UV, chlorine resistant, membranes, quick dry or ultra-stretch.
For mid-range and mass market active sportswear.

5. EXHIBITORS IN FIGURES / 30 December 2009

	seduction	distinction	relax	pulsation	others	TOTAL
AUSTRIA	6	3	-	-	-	9
BELGIUM	1	-	1	1	-	3
BRAZIL	-	-	4	-	1	5
BULGARIA	-	1	-	-	-	1
CHINA	-	2	1	-	-	3
CZECH REP.	-	1	1	-	-	2
FRANCE	50	2	18	3	13	86
GERMANY	5	7	3	1	2	18
GREAT BRITAIN	11	9	4	-	3	27
GREECE	-	-	1	-	-	1
HONGKONG	-	-	1	-	-	1
INDIA	-	1	-	-	-	1
IRELAND	-	-	1	-	-	1
ITALY	183	78	33	7	8	309
JAPAN	13	4	4	2	1	24
LITHUANIA	-	1	2	-	-	3
MAURITIUS	-	-	1	-	-	1
MEXICO	-	2	-	-	-	2
NETHERLANDS	-	-	1	-	-	1
PORTUGAL	2	13	7	2	1	25
SLOVENIA	-	-	1	-	-	1
SOUTH KOREA	9	-	4	7	1	21
SPAIN	12	6	10	-	2	30
SWITZERLAND	8	3	-	1	-	12
TAIWAN	-	-	4	5	-	9
THAILAND	-	-	1	-	-	1
TURKEY	11	17	17	-	-	45
URUGUAY	-	2	-	-	-	2
USA	-	-	-	-	1	1
TOTAL	311	152	120	29	33	645

6. REAL-TIME COLOUR CHART

The Trafik designer collective is organising a colour happening combining poetry and high-technology at Première Vision.

Images captured live at the show's General Forum will be projected on a giant screen. But rather than be used as is, the images will be transcribed onto the screen in living, evolving colour pixels, along with their secret recipes. The CMYK colours - Cyan, Magenta, Yellow, black - at play will fluctuate in proportion and equilibrium.

A sly poke at uniformity, this «real-time colour chart» is an invitation to come together, to examine and contemplate motion and use it to bring colour alive. By their oscillation between reality and abstraction, the images projected upset the viewing angle, blurring the line between recognition and geometry. A constant rebound between perception, transcription and an opening up to the dynamism of the spring summer 11 season.

Shown on a giant screen in the north of hall 6, in collaboration with Alabama Media.

What is Trafik?

A multidisciplinary and interactive studio of graphic and multimedia development, Trafik is noted for its plastic and graphic visual experiments and interactive experiences. These are for the most part conceived on a participatory basis, integrating certain codes from the digital culture, such as conviviality, collectivity, exchange and transmission.

Trafik / 13, rue d'Algérie FR - 69001 Lyon / T. + 33(0)4 78 29 16 19 / trafik@lavitrinedetrafik.fr

Alabama Media

Specialised in high-tech audiovisual engineering, Alabama Media's particular expertise is in events using the image as a communications vector. Its creative and technical know-how ranges from the capture to the diffusion of images, and experience in events ranging from live shows, to sports, to culture.

Alabama Media / 7bis route du Pérollier FR – 69570 Dardilly

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7. A NEW FACE FOR THE SHOW'S NEW DESIGN

In February 2010, Première Vision reveals the contours of a contemporary and cosmopolitan city, where white, omnipresent, emerges as a sensitive and intelligible material. To go along with the new design of its interior architecture, the show is changing its visual identity and, continuing with the slogan «*Be inspired,*» opens the door to a strong and timeless imagination. The incandescence of past seasons gives way to the lightness of a nearly evanescent icon. An image where light underlines the singularity in a face, and the emotion in a look.



A high-definition pdf of the image for press use can be downloaded at:
<http://www.premierevision.fr/pdf/mode/PV-springsummer11.pdf>

8. UPCOMING INTERNATIONAL RENDEZ-VOUS

SPRING SUMMER 2011 FASHION SEASON

> 2 MAJOR EVENTS <
UNDER ONE ROOF

- **Première Vision Preview New York**
and **Direction by Indigo** (same location, same dates)
12 - 13 January 2010
www.premierevision-newyork.com

> NEW <

- **Première Brasil / Sao Paulo**
20 - 21 January 2010
www.premierebrasil.biz
- **Première Vision - Première Vision Pluriel / Paris**
9 - 12 February 2010
www.premierevision.fr / www.premierevision-pluriel.com

> NEW <

- **Première Vision Moscou**
10 - 11 March 2010
www.premierevision.ru
- **Première Vision Tokyo / JITAC**
23 - 25 March 2010
www.premierevision-jitac.jp
- **Première Vision China Beijing**
31 March - 1st April 2010
www.premierevision.cn

A new look for Première Vision conceived and designed by Eric Jourdan and Francesca Avossa

From February 2010 and for several years to follow, Première Vision, the World's Premier Fabric Show™, will undergo a metamorphosis signed by designer Eric Jourdan and scenographer Francesca Avossa.

To bring a breath of fresh air to the show and respond to the needs of exhibitors and visitors, the two have entirely redesigned the setting over the next few years, underscoring the urban, contemporary and cosmopolitan character of Première Vision.

Aiming for a harmonious orchestration not only of the show's 90,000m² of floor-space but also of the 700 fabric manufacturers of over 30 nationalities, the restaurants and all the peripheral services, Eric Jourdan and Francesca Avossa have completely re-thought Première Vision with a view to overall consistency.

Designed and conceived as a vast international city, a white city of small buildings, reflecting an architecture of the geometric, the essential, Première Vision defies any geographic label to express itself as a contemporary, aware city, resonating to the rhythm of fashion.

At the heart of this new architecture, Eric Jourdan and Francesca Avossa have completely redesigned the stands, the private preserve of the exhibitor.

Whilst maintaining the essential confidentiality, the lower sections of the stand, in DuPont™ Corian®, provide for a subtle interplay of shadow and light thanks to the translucent material, making a landscape that is sensitive and alive.

In addition to the stands, Eric Jourdan and Francesca Avossa have also designed some 20,000 pieces of furniture, all the signage for the show, and all the other work, reception, information and restaurant areas.

Underscoring the ever-changing nature of fashion, Eric Jourdan and Francesca Avossa have decided to link each show with a colour representing the season.

For February 2010, "green jelly" and "H₂O" from the spring summer 2011 Première Vision range will guide the visitors' path and colour the upper sections of the show's fittings. A fleeting fashion statement against a timeless white backdrop.

Eric Jourdan - designer

He has worked with corporate and institutional clients, but also with galleries, on both public and private projects.

In 1989, Eric Jourdan worked for the Fondation Cartier and Galerie Neotu. He went on to design the furniture and fittings for Cartier USA in New York before taking part in the 1993 Tim Thom (Thompson Multimedia) project with Philippe Starck.

Since 2000, he has been represented by Galerie Peyroulet.

In 2004, he won the Red Dot Design Award for the Snowdonia sofa (Ligne Roset).

Eric Jourdan now works with brands including Ligne Roset, Cinna, Daum, Ecart International and Domeau & Pérès.

Francesca Avossa - Artistic director and scenographer

Francesca Avossa works with brands and chains on redefining and developing their image.

Her career path has covered advertising, fashion, design and interior decoration: after spearheading the visual identity of Galeries Lafayette, she became a consultant to leading design brands, including Sentou, Ligne Roset and Cinna.

She designs the setting of Silvera showrooms and devises scenographies for Philips, Baccarat, Galeries Lafayette and others.

Before taking on the Première Vision show, Francesca Avossa designed and executed the overall scenography for the Planète Meubles and Meuble Paris furniture shows, as well as the trends spaces of the Salon du Meuble de Paris, the Paris furniture show.

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**corian.****Première Vision:****15 000 sqm of DuPont™ Corian® specified for the global architecture of the show**

Eric Jourdan, designer and Francesca Avossa, scenographer, have designed the new architecture of Première Vision as an international city. Light, whiteness, opalescence and durability, are the key-words that explain the choice of DuPont™ Corian® as the material selected for this new concept of architecture – which will last several years.

This project, a world premiere for DuPont™ Corian®, was managed as a very specific development: a special white colour “Vision Plus”, a custom size for the panels (1.63 m x 1.50 m) and a production of 15 000 sqm. The Corian® walls, intended to protect the confidentiality of every exhibitor while giving a feeling of opening, reflects shadows and lights like a screen. The white and luminescent Vision Plus colour of Corian® emphasizes the colours and the creativity of the collections.

The panels of Corian® are set on a structure in white aluminium and conditioned in a way to allow a quick and cost efficient installation. At the end of the show, they can be easily packaged and stored until the next edition of the show.

About DuPont™ Corian® - An exclusive product of DuPont, DuPont™ Corian® (www.corian.com) is used in a wide range of applications in segments as varied as hospitality, healthcare, catering, public spaces and retail, as well as in home furnishing, furniture, lighting and decorative objects. It is a non-porous solid surface material that is stain-resistant, easy to clean, durable, renewable and repairable. Available in about 100 standard colours, DuPont™ Corian® solid surfaces can be shaped into virtually any conceivable design.

About DuPont - DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

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