

IN FOCUS

INTERNATIONAL TRADE SHOWS

“The current market for the clients of Messe Frankfurt France fairs is rather good and positive as our clients are better equipped for the European markets.”

Michael Scherpe, Messe Frankfurt France

12,018 visitors. Around 400 exhibitors have signed up for January, up from 374 last year in the wake of the Paris attacks.

Stella Cadente was appointed artistic director of the show, a newly created position, said Aude Lepierre, who was named *Bijorhca* show director earlier this fall. Among key points of her strategy, Lepierre plans to develop the fashion watches sector.

Première Vision, with a three-day session running Feb. 7 to 9 in the Paris Nord Villepinte fairground, expects to maintain its position as a key upscale fabric fair. The show is bringing back its *Maison d'Exceptions*, an enclosed area showcasing special manufacturing techniques. Around 30 international companies are expecting to participate, including accessories and leather goods manufacturers.

Première Vision had 55,025 exhibitors and 1,722 exhibitors in February, down from 58,443 visitors and 1,793 exhibitors compared to February 2015.

“Overall, consumption of apparel isn't good,” said Gilles Lasbordes, general manager at *Première Vision*, who noted, however, a “shift toward a slight uptick.”

The Made in France *Première Vision* trade show will run March 29 and 30 for the third edition at Carreau du Temple. Last year, it attracted 2,353 visitors and 107 exhibitors. For its part, *Denim* *Première Vision* at Paris Event Center is slated for April 26 and 27, about three weeks earlier than last year's edition that was held in May in Barcelona.

Salon International de la Lingerie will take place at the Porte de Versailles with a three-day run that begins Jan. 21. Taya de Reyniès, lingerie division director at Eurovet, SIL's organizer, said new brands to the fair include Lauren by Ralph Lauren, while Lou and Vanity Fair brands are coming back. De Reyniès said French brands are mushrooming. Emerging brands inkling Paloma Casile and Elise Anderegg will be showcasing at the fair.

A new space called *Uncover* curated by online concept store *The Shape* of the season will present a selection of around 30 to 40 brands including Naelie, Henriette H and Maison Marcy. SIL has named French brand *Simone Pérèle* as lingerie designer of the year. The brand opened its first stand-alone store in Paris' Le Marais area earlier this year. Meanwhile, SIL's sister event, *Interfilière* is to honor Italian manufacturer Boselli.

Who's Next Paris, slated for Jan. 20 to 23, is adding the hall 7.1 of the Parc des Expositions de la Porte de Versailles exhibition centre to halls 2, 3 and 4.

For the upcoming edition, Who's Next and *Première Classe* will have a “girls squad” theme built around “new feminism.” Who's Next also plans to develop three segments – wedding, plus size and home – within

the fair's five areas – Fame, Private, Trendy, Urban and Studio.

Première Classe Tuileries and Paris Sur Mode Tuileries are to be held March 2 to 5. Paris Sur Mode Tuileries is now led by trade-show veteran Sophie Guyot, who's also behind the creation of Fame, an area inside Paris' Who's Next fair.

Capsule Paris Women's is also to be held from March 2 to 5 at the Tuileries venue, while Capsule Paris Men's is to be held from Jan. 20 to 22 at Maison de la Mutualité.

Apparel Sourcing Paris, organized by Messe Frankfurt France, is creating an area dedicated to the denim sector. *Texworld* Paris alongside, as well as Messe Frankfurt France's newer additions *Avanprint*, a showcase dedicated to digital printing, and the tech fabric fair *Avantex* will run simultaneously from Feb. 6 to 8 at Le Bourget.

“The current market for the clients of Messe Frankfurt France fairs is rather good and positive as our clients are better equipped for the European markets, that are not quite homogeneous,” said Michael Scherpe, president of Messe Frankfurt France, who hopes the upcoming edition to attract around 15,000 visitors. ■

ITALY

Italy's Trade Shows Get in Step

Schedule changes and collaborations aim to aid business.

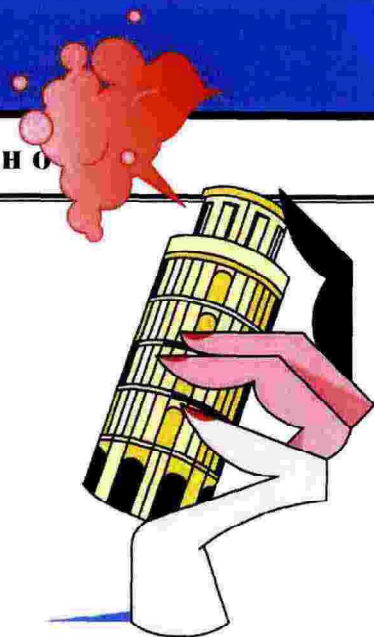
By SANDRA SALIBIAN

The winds of change are in the air in Italy.

For the first time, Mipap and Mifur, the trade shows dedicated to women's ready-to-wear and fur, respectively, merge in one international exhibition called *The One* Milano. Introducing a “haute à porter” concept of fashion, the show will display top-end women's rtw and accessories, including fabrics, fur, leather and jewelry, in the single venue of Fiera Milano City fairgrounds from Feb. 24 to 27.

More than 300 collections will be presented to international buyers. The U.S., South Korea, France, the U.K. and Germany have been identified as specific target markets, along with China and Russia. The latter is considered a main target for the fur segment, in particular. Running together with Milan Fashion Week, scheduled for Feb. 22 to 28 – will also be a draw for buyers, already present in the city, according to organizers.

Cosmoprof Worldwide Bologna, running March 17 to 20, will celebrate its 50th anniversary. For the occasion, a new area called *Cosmoprime* will be launched at the same time as Cosmoprof's sibling fair *Cosmopack*, dedicated to the beauty supply chain, running March 16 to 20. *Cosmoprime* will include: “Extraordinary



Gallery,” showcasing beauty trends and the most innovative brands; “*Cosmoprime Forum*,” which will offer analysis regarding retail distribution and market trends to professionals, and “*The Perfume Factory*,” focused on the process steps in developing a fragrance. This will also be the setting of the annual *Accademia del Profumo* awards' celebrations. A limited-edition scent will be created as a tribute to the fair's anniversary. Organizers will also provide an International Buyers' Lounge.

Milano Unica last season gathered 442 exhibitors from 139 countries and confirmed its leading role in the textile segment despite the change of location from Portello's fairgrounds to Fiera Milano Rho, just outside the city. The venue is confirmed for 2017. The next edition will run Feb. 1 to 3, but the fall collections will be moved up to July 10-13 from the traditional September dates.

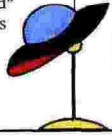
Massimo Mosiello, general director of the exhibition, said, “The new course that began last September [is] not to follow the fashion industry's demands but to anticipate them with concrete activities and timing.”

Yarn fair *Filo* is also changing dates, moving from March to Feb. 22 and 23, but keeping the usual location of *Palazzo delle Stelline*, in central Milan.

“We decided to anticipate...the dates of *Filo*'s 47th edition to answer the market needs of our exhibitors, altered by Milano Unica's change of dates to July,” said *Filo*'s manager Paolo Monfermoso. “The slight anticipation also confirms our commitment to work in an industry that has to be more and more united,” noting that the fair will run during Milan Fashion Week. “The first and last link of the chain will be presented to the world at the same time, leveraging excellence and professionalism.”

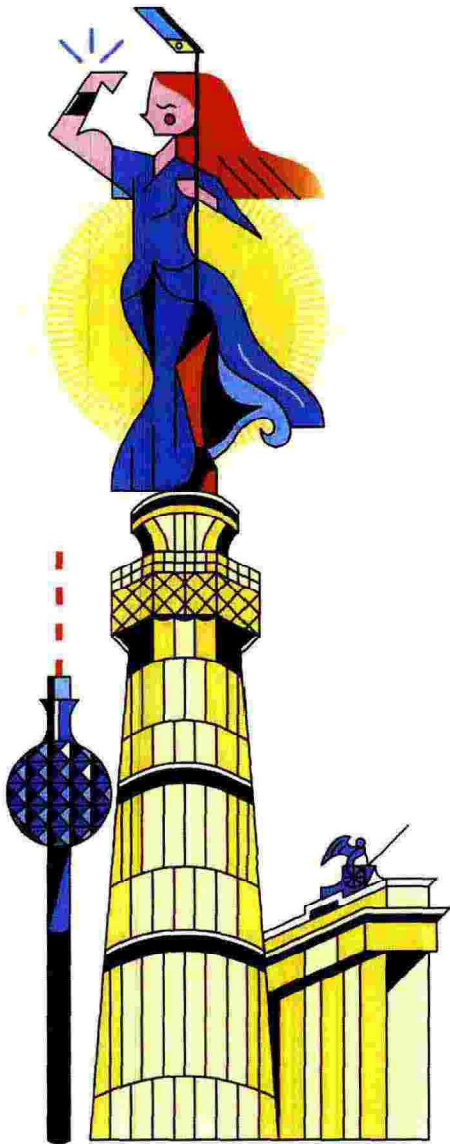
Leather trade show *Lineapelle* also announced a shift in dates from September to Oct. 4 to 6, while the Feb. 21 to 23 edition will continue to run during the women's fashion shows in Milan. Last season, *Lineapelle* saw a 9 percent increase in visitors to 21,184, coming from more than 110 countries, a record number, said director Fulvia Bacchi, underscoring the show's historical global appeal. *Lineapelle* is enforcing strict criteria in the selective process as organizers highlight sustainability, for example, as a strong discriminating element.

Changing dates in October, said Bacchi, was a way to “avoid overlapping with other fairs and women's fashion week. [In the past] it cost ▶



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Having recently acquired Show & Order, Premium Exhibitions also includes Premium, Seek and Bright, but each show has its own orientation, profile and team of experts.

"Berlin is about giving the best overview of merchandise in the beginning of the season, but what doesn't work anymore is one solution for everybody," said Premium founder and director Anita Tillmann.

She added that Berlin has become an industry hub, drawing company owners, salespeople, buyers, bloggers and press.

"It's an effort and investment to serve all of them, but we see it growing season by season, so we must be doing something right," Tillmann said.

At present, Premium's portfolio will feature at least 25 percent new brands; Seek, 18 percent, and Bright 37 percent. This edition of Show & Order will be a work in progress, "allowing us to show where the new direction is going," said show founder Verena Malta.

Always on the lookout for upcoming themes and categories, Premium will more prominently spotlight sports fashion for fall 2018. Almost 50 outdoor brands will be on hand, with Bogner planning a big presentation. Tillmann is also betting on hiking as the next sports trend to win a fashion following.

Bright, which had its origins in the skating and board-sports sector, is diversifying into "outdoor aesthetics," featuring brands like Mountain Peak and MotM (Mountains of Moods) and working with the blog of the same name. Next season, accesso-

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Anita Tillmann, Premium

ries will go it alone in a new 4,300-square-foot area and urbanwear is literally moving into a glass house for a modern feel.

With its contemporary-heritage focus, Seek will be strengthening its lifestyle Supermarket area next season. The show has also added a cluster of Japanese denim brands, and while men remain Seek's main target, women's offerings with a similar DNA will be pushed more to the forefront.

"We're not creating a separate area, but will be mixing it up, and inviting women's buyers to check out the men's wear, too," said Maren Wiebus, Seek's sales director.

Selvedge Run is sticking to men's wear, but is spinning off its heritage and crafted goods orientation to non-apparel products this season. There will be food products, "everything small that one can sell in clothing stores, like craft beer and coffee," explained cofounder Shane Brandenburg.

Also part of the concept store assortment: homeware, outdoor products, everything to do with mobility like handmade bikes and e-bikes, and men's grooming products.

The more midmarket platform Panorama is also fine-tuning its Nova lifestyle sector to feature commercials such as Wrangler, Lee and Bench in combination with lifestyle products. The men's hall and women's premium hall will also have integrated lifestyle areas to help inspire and "empower" mainstream retailers to animate their assortments.

Other moves: shoes and accessories will be

reorganized in a more retail-oriented manner, the Hipstar section for plus-size fashion will be rolled out to an additional hall, lingerie will make its Panorama debut this season and there will be showroomlike spaces for fashion agencies. In addition, Panorama Digital, which bowed last season, is now going business-to-consumer, allowing interested consumers to take a virtual tour of the show, check the trends and discover where to buy the merchandise via a store finder.

Greenshowroom and Ethical Fashion have moved their runway venue to the neighboring Energy Forum to provide additional exhibition space for new green collections in Post Bahnhof.

Beyond Berlin, Munich's active sportswear fair Ispo is reworking hall concepts for its Feb. 5 to 8 edition. Action sports specialists, including makers of snowboards and skateboards, as well as urban and street sports products and sneakers, will be housed in an open polygonal structure designed to support networking and also to provide a broad visual overview.

"In my opinion, what we need is a return to what made the industry great in the first place: innovations and future-proof concepts," said Markus Hefter, exhibition director, noting that the product should be the focus, he suggested, not just the way it is presented.

Reflecting the growing importance of sustainability in the sports industry, the Ispo Textrends showcase will incorporate an Eco Fra category to introduce innovations that protect the environment as well as advance the market. ■

ASIA

Asian Exhibits Reorganizing

Changes are taking place to bring more attention to Chinese and Japanese fairs.

By TIFFANY AP and KELLY WETHERILLE



Don't count China out yet.

While there has been some doubt as to whether China still has its edge as the place to do fashion sourcing and manufacturing, with the Trans-Pacific Partnership looking all but abandoned the country is set to take an even stronger role — possibly negating some of the effects of the last two years that saw some manufacturers move their facilities to southeast Asian countries in search of cheaper prices.

"With the talk of [enacting] TPP, there was a shift away from China and a lot of foreign companies began setting up in Vietnam, so this may be slowed," said Perrine Ardouin, director at APLF Ltd.

The company has been organizing fairs in greater China for more than three decades. This includes Fashion Access, APLF Materials+ and Cashmere World. At the same time, APLF said it's witnessing an uptick in the number of ►