ZOOM BY FATEX

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Paris Nord Villepinte - Hall 2

First professionnal fair a 100% dedicated to fashion manufacturing from Occidental and Eastern Europe, Northern African countries, Madagascar and Mauritiu

Press Release

The 4th edition of Zoom by Fatex is, more than ever, a drawing card for high-level fabrication and know-how at the heart of the next Première Vision Pluriel. This trade fair, specializing in manufacturing, opens its doors February 9, 10, 11 and 12 with a targeted, diversified and amplified offer.

Zoom by Fatex brings together 100 European, Mediterranean and Mauritius exhibitors, a 20% increase in comparaison with February 2009. Companies from Morocco, Lithuania and Romania will be present in greater numbers than at the previous fair.
Turkey reinforces its presence – after its September 2009 arrival – with 6 leading companies for high-end women's and men's ready-to-wear, a promising partnership to be consolidated in future seasons.
France is not left out. The Club Textile Integral, present at this fair, close to « Made in France by Fatex », includes an additional company from the Troyes region.

These one hundred manufacturing experts for men's, women's and children's ready-to-wear can adapt to order-givers's specific requests ranging from much-sought-after small series - due to today's economic climate – to the giant quantities favored by mass market brands. The season's offer also includes leather shoe producers and manufacturers of image clothing, uniforms and sport clothes. The latter includes Barco, a Turkish company participating in Première Vision's Extreme Sport circuit thanks to their state-of-the-art, ultra-sound, heat bonding techniques. Also new at the fair, manufacturers of home linen and decoration products.

Almost 6,000 visitors are expected at this first 2010 session.
The B-to-B « Meet Fashion » service, launched by Eurovet, which allows visitors and exhibitors to set up and optimize their fair work schedule in advance, proved the utility in September 2009: important financial agreements were signed thanks to its implementation. For the February « Meet Fashion », a significant number of appointments were already set-up before the holiday break.

This season, the Zoom by Fatex team has been highly mobilized to contact collection directors of major specialty and hypermarket chains who understand how the fair can be pertinent to them in a period where proximity is so competitive.
Zoom by Fatex continues its conference cycle, focusing on themes that address current industry concerns:

- February 9 at 2:30 p.m. : Faced with the growing offer of image garments,
  « An update on the challenges facing the work garment and image uniform markets »

- February 10 at 2:30 p.m. : A return to bases with « Well-being in manufacturing :
  how to adapt your offer to the morphological evolutions of today's clients ».

2 exhibitions: « Uniforms » and « Ready-to-Wear: the tender age focus on the fashion industry's early days », in partnership with the costume rental company « Le Vestiaire » (the Wardrobe). They will appropriately complement the conferences at the fair's main entrances.

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