ZOOM BY FATEX

9.10.11.12 Feb. 2010
Paris Nord Villepinte - Hall 2

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

Press release,

Report on ZOOM by Fatex

The Première Vision Pluriel shows, focusing on creativity, continue their upward curve

With local and high speed trains delayed and out of service for several hours Wednesday, highways blocked by ice and snow in various European countries and airports in New York closed, there appeared to be a collusion of technological and meteorological forces last week. And yet, in spite of this accumulation of handicaps, what emerges above all from the February 2010 edition is the excellent visitor results, both in quality and quantity. One can only imagine what they would have been without the travel disruptions!
To compensate for the delayed arrival of buyers Wednesday, the shows extended their opening hours that day.

The six Première Vision Pluriel shows (Expofil, Première Vision, Indigo, Le Cuir à Paris, ModAmont, ZOOM by Fatex) all registered increases. Together, they showed a rise in the number of visits by 6.3% over the comparable year-ago session (February 2009). Highly motivated international buyers voiced surprise and enthusiasm for the bold propositions of the some 1,500 exhibitors gathered from 9 - 12 February 2010 at the Parc d'Expositions de Paris Nord Villepinte.

With buyers clearly manifesting a renewed desire to stand out, the shows comprising Première Vision Pluriel accelerated the dynamic begun last September and provided a new demonstration of the leadership position of this unique gathering of shows. A performance that is a good omen for the economic evolution of businesses in the fashion world.

ZOOM by Fatex answers market needs and envisions its development with optimism.

The 4th edition of ZOOM by Fatex clearly showed the fair's legitimacy and necessity in the market : more than ever, visitors to Première Vision Pluriel included in their agenda a visit to the fair for quality, Euro-Mediterranean manufacturers at close proximity.

As of the first morning, visitors and exhibitors worked together positively and this, in all sectors of the fair : clothing, leathergoods, shoes and household linens. Order givers had thus planned their visit to ZOOM by Fatex in advance, sometimes thanks to the business research tool offered by Eurovet, Meet Fashion, which generated over 300 meetings.

The exhibitors, 20% more in relation to the February 2009 session, attracted the presence of more international visitors (+23 in relation to February 2009). The attractiveness of exhibitors, their broad range of solutions in all areas, their reactivity, specificity and particular know-how corresponds to the expectations of the different players in these markets.

At the end of these 4 trade fair days, exhibitors and visitors both declared themselves more than satisfied with the business climate. Numerous, very diversified contacts were made, coming mostly from European countries but also from unexpected (Persian Gulf countries) or expected places (USA), reinforcing a ZOOM by Fatex session that signaled a positive, quantitative renewal with many orders placed. The 2010 ZOOM by Fatex reinforces and perfects its offer and the quality of its visitors.

For visitors : key points of ZOOM by Fatex

- European quality know-how
- French know-how, representative of the high end
- the adaptability and reactivity of Mediterranean countries
- the professionalism and integrated offer of the new Turkish exhibitors
- manufacturers of household linens or accessories
- the conferences, always much anticipated
- The exhibits revolving around uniforms and vintage, the ephemeral boutique of 'THANKS GOD I'M A VIP'

For exhibitors : key points of ZOOM by Fatex

- the great diversity of visitors as much by nationality as well as by types of projects
- the essential Meet Fashion tool (a platform of business meetings set up in advance)
- For some, ZOOM by Fatex becomes fundamental, representing up to 80% of orders taken for their business

Numbers

Zoom by Fatex

23% more visitors in relation to February 2009

A very international visitorship:
40% French,
60% international visitors from 60 countries

Top 5:
United Kingdom / Italy / Germany / Spain / Belgium

A varied frequentation in an excellent relationship with all areas of fashion activity – clothing/accessories from high-end designers to overall mass market, from luxury to essential sport brands ...:

France : 3 Suisses, Antik Batik, Armand Thierry, Barbara Bui, Décathlon, Dior, Etam, Galeries Lafayette, Gérard Darel, Groupe Zannier, Jean-Charles de Castelbajac, Jean-Paul Gaultier, Kenzo, Kookaï, Lacoste, Lacroix, La Redoute, Louis Vuitton, Maje, Repetto, Red Skin, Sandro, Sonia Rykiel, The Kooples, Weil, Yves Saint-Laurent...
Royaume-Uni : Burberry, Roland Mouret, Bespoke, Ozwald Boateng, Duchamp...
Italy : Diesel, Furla,Gucci, A. Testoni, Anteprima, Miroglio, Rossimoda, Teddy..
Germany : Adidas, Esprit, Falke, Marc Cain, Puma, Schumacher...
Spain : Inditex, Cortefield, Loewe, Springfield...
Belgium : Bellerose, Bruphils, Essentiel...

Next meeting
14.15.16 Sept. 2010
Parc des expositions de Paris Nord Villepinte - Hall 2

Picture available on: www.zoombyfatex.com

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