ZOOM BY FATEX

Assessment - 21st September 2009

Première Vision Pluriel : a dynamic edition, marked by real signs of optimism in the markets

Dynamism, energy, a positive approach, passion, zest, optimism, a fighting spirit: whichever words they used to describe it, exhibitors and international buyers at the Première Vision Pluriel shows underlined the stimulating atmosphere prevailing throughout the four days of the session (15-18 September). A promising shift in terms of the economic context, and one that made its presence felt across the 6 shows. Together they registered 55,758 visits from fashion professionals, an increase of 13.2 % over the February 2009 show.

New initiatives undertaken to highlight synergies between the different shows (an Interactive Map/Guide, the Pluriel Expert Trails) all provided buyers effective assistance in organising their work, helping them to quickly find their bearings amid the some 1,600 exhibitors brought together at Première Vision Pluriel.

ZOOM BY FATEX

The success of ZOOM BY FATEX confirms its pertinent position in responding to order givers seeking quality sourcing at close proximity for short, mid and long-term deliveries - from prototypes to large production runs. With 40 new companies exhibiting and a 25% visitor increase, mostly from international visitors, ZOOM BY FATEX's attractiveness and accurate positioning have been confirmed.

ZOOM The visitor's side

- The reinforcement of quality French exhibitors was especially appreciated and noted by international visitors and the services offered generated much enthusiasm. More numerous this season, they were a definite pole of attraction, proof that Made in France still makes customers dream.
- In general, visitors sought specialized high-end manufacturers or those making sportswear and accessories. These are the fair's new directions for development. Already, exhibitors proposing a range of precise know-how (a vertical set-up from fabric production to manufacturing the final collection), « off the beaten track» high-quality products (luxury knits and handbags) or innovative approaches (mashed fruit dyeing, for example) caught the interest of visitors hungry for little-known techniques.
- All visitors prefered the fair's wider European and Mediterranean positioning, giving them new sourcing leads at close proximity in a market seeking reactivity in small series shipped more frequently. This adjustment answers today's demands since, due to the economic crisis, all costs to make garments are taken into account. These include not only cost-per-minute but also shipping, reliable quality and energy costs plus the benefits of supporting production and consumption in the ever-bigger European market around the Mediterranean basin.

- The consortiums and clusters at the fair from Madagascar and Mauritius seduced visitors with their large production capacities, diversified offer and know-how for embroideries, knitwear and childrenswear.
- Eastern Europe confirmed its attractivity thanks to high-end specialties and know-how for fluid wovens, pieces with sleeves and knitwear.

ZOOM The exhibitors' side

- Despite an uncertain mood at the start of the fair, it ended on an optimistic note and the number of contacts made was extremely satisfying. The fair concluded with concrete hopes, viewed as a breath of fresh air, which will galvanize forces and energies in the coming months.
- The conference program, with the diverse subjects addressed, had considerable success, expecially the conferences providing information on targeted countries (Morocco, Tunisia) or addressing the future of Made in France.
- The « Meet Fashion » B-to-B operation, which put companies in contact before the fair, functioned especially well and was positively viewed by both visitors and exhibitors. Over 500 targeted appointments were made in 4 days. Saving time at the fair and creating professional relationships is the main preoccupation of this service's users.
- This operation confirms that trade fairs help evolve the profession. More than ever, they must accompany business relationships, provide information through the year, host conferences and offer training for companies. They become true partners for their clients... exhibitors as well as visitors.

ZOOM in figures

- **6730 visiteurs** of which 3509 were international or 52%
- Top countries for visitors
  United Kingdom, Italy, Germany, Spain, Belgium, The Netherlands, United States, Japa

Next meeting
9.10.11.12 Feb. 2010
Parc des expositions de Paris Nord Villepinte - Hall 2

Contact : Agnès Etame-Yescot : 01.47.56.32.72 - aetame-yescot@eurovet.fr
Fréderic Pellerin : 01 40 22 63 19 - fpellerin@re-active.fr

Photos and visuals available for downloading on: www.zoombyfatex.com