

Premier salon professionnel 100% dédié à la confection à façon  
pour la mode en zone Europe, Euromed, Madagascar, Maurice



## Communiqué de presse

### HAPPY BIRTHDAY!

Happy Birthday ZOOM ! Happy Birthday Hyères!

Fruitful discussions between designers and fashion manufacturers make the headlines:  
in September 2010, Zoom by Fatex is celebrating its 5th session as well as honouring the 25 years of the Hyères Festival with a retrospective exhibition of this event.

### 5 sessions, 5 key figures:

Since its creation in September 2008, Zoom By Fatex, the innovative trade fair for industrial manufacturing partnerships, close to the fashion-clothing industry, has been achieving outstanding results:

- + 13 % more exhibition area
- 1 countries represented
- 145 top-quality specialized exhibitors
- + 23% visitors on the last fair
- 52 % of international visitors

ZOOM by Fatex, quality manufacturing at the service of fashion design.

### SEPTEMBER 2010: A harmonious and diversified development

#### A varied, international offer

A selection of 30 new, top-quality fashion manufacturers from Italy, Turkey, and Lithuania. Egypt is also making its official entrance with 3 exhibitors.

ZOOM by FATEX is continuing its selective and qualitative positioning by providing visitors with an offer which is even more specialized and diverse, with manufacturing solutions for small and large luxury ranges for a targeted market. The group of French fashion manufacturers, with its 22 exhibitors, is proof that taking part in Zoom by Fatex is essential and indispensable, particularly for developing contacts worldwide.

You will notice the degree of loyalty of exhibitors to ZOOM by FATEX and all countries taking part in the trade fair have increased their presence - in particular, France, Morocco, Tunisia, Lithuania and Romania. Mauritius and Portugal continue to maintain their offer on the market .

Don't miss the information stand for fashion manufacturers from the Republic of Macedonia, representing new companies for future seasons.

#### Appropriate, shrewd solutions:

Offers of accessories, which are highly sought after by visitors, are many and varied and include leather goods (bags and shoes) socks, stockings and tights.

Additional expertise with regard to dry-filling is now part of the trade fair's overall offer: embroidery, quilting, filling. During the past few sessions, we have noted that most fashion manufacturers are armed with certifications and eco-labels, offering full social and environmental guarantees demanded by today's principals.

#### Small miscellaneous items: :

The Italian power with 11 top-of-the-range fashion manufacturers expected to take part under the ICE (The Italian institution for international business) and CAN (Confederazione Nazionale dell'Artigianato e della Piccola e Media Impresa) banners with, in particular: Annalisa for flowing luxurious fashion, Cristian for luxury leather goods and the well-known expertise of Maglificio FMF, Ideassette, Eventi and Confezion Vicentine, I Frati (parka).

Egypt is proposing knitwear, sleeve clothing, and shirting.

Latvia will be present with, among other things, high quality socks, stockings and tights.  
Morocco is expanding its collective team, with expertise in cloth spreading by Duflot and Shirting by Movitex.  
Tunisia is proposing embroidery with G7.

**With its special appearance at Zoom by Fatex, the Hyères Festival is continuing to bring together design and industry with an outstanding celebration of 25 years of a Major Festival.**

**Exhibition “Hyères 25” in the entrance of hall n°2 and in the trade fair.**

### **The Festival of Hyères**

Every year, the Hyères Festival International de Mode et de Photographie, which has been run by Jean-Pierre Blanc since its creation 25 years ago and is supervised by Didier Grumbach, brings together fashion designers and photographers under the sponsorship of a jury representing fashion and photographic industries.

Hyères is a show-case of trends and an international launch platform for young talent. It has presented more than 500 first collections of young designers from all over the world and has exhibited the work of more than 100 photographers. At the same time as the competition and at each festival, it presents several exhibitions at the Villa Noailles, built in the 1920s by Robert Mallet-Stevens, which explore the permeability of art, photography, fashion and design.

Each year, in an atmosphere far removed from the clichés often circulated by the world of fashion or luxury goods, the festival attracts an ever-increasing number of visitors, including designers, manufacturers, directors of design studios, agents, gallery owners, museum directors, federations, broadcasting offices and department stores, each intermediary providing new designers and photographers with a true professional opportunity which provides material backup as well as logistics and media.

[www.villanoailles-hyeres.com](http://www.villanoailles-hyeres.com)

### **Vintage trends “thanx god I’m a VIP”**

With its outstanding success during the last session, Thanx God I’m a VIP and the acute sense of fashion and trends of its director, Sylvie Chateigner, help us track down those vintage fashion nuggets, both signed and anonymous, which will, undoubtedly, inspire future collections.

[www.thanxgod.com](http://www.thanxgod.com)

## **Fashion takes shape at ZOOM BY FATEX**

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