



Visitor numbers up 3.5%: the manufacturers' geographical diversity and the high quality of their offer made ZOOM a resounding success.

There was a brisk business atmosphere with high-calibre visitors at the 7th ZOOM by Fatex, the show dedicated to fashion manufacturing – mens, womens and childrens ready-to-wear, accessories and suppliers within easy reach. The show's decision to focus on **speed and quality was clearly in tune with the market** and with contractors' needs, reflected in the **3.5% increase in visitor numbers**. There was a **large international turnout, representing 55% of the total**, while the number of French houses rose by 7%.

The top 5 visitor countries were from Europe, led by the UK, Italy, Germany, Spain and Belgium, followed by the Netherlands and the USA.

For the time being, the impact of the recession seems to be that contractors are seeking higher quality, more diverse sourcing and suppliers within easy reach.

The visitors

Visitors came from **across the entire fashion sector** – buyers from luxury houses, designers, chain stores and retail brands, proving that the show needs to continue diversifying and to offer different grades of quality to appeal to all market segments. Visitors' interests were as follows: 50% came for womenswear, 34% for menswear and 16% for childrenswear. Of these, 20% of visitors were seeking leather manufacturers and 15% lingerie and swimwear.

Our visitors appreciated the exhibitors advanced expertise (they were on the lookout for top-quality service and finished products), the growth of the accessories and leather goods sectors, the enhanced quality of the products, and innovation (ethical fibres, for example) as well as knitted fabrics, leather and knitwear. Increasingly they are seeking companies able to integrate all the sourcing stages, from the fabrics offer to delivery logistics, even for small quantities. A challenge that is sometimes difficult for the manufacturers supplying the luxury market with quality craftsmanship.

Visitors included

ANNE FONTAINE (FR)	CORTEFIEL (ES)	INDITEX GROUP (ES)	REPETTO (FR)
ARMAND THIERRY (FR)	CWF (FR)	JEAN PAUL GAULTIER (FR)	ROLAND MOURET UK (GB)
BABY DIOR (FR)	DE FURSAC (FR)	KENZO (FR)	3 SUISSES (FR)
BALENCIAGA (FR)	DEVANLAY LACOSTE (FR)	LEE COOPER (FR)	SALVATORE FERRAGAMO (IT)
BCBG MAX AZRIA (US)	DEVEAUX (FR)	LOUIS VUITTON (FR)	SCHUMACHER (DE)
BONPOINT (FR)	EL CORTE INGLES (ES)	M&F GIRBAUD (FR)	SHIMADA JAPON (JP)
BOTTEGA VENETA ITALIE (IT)	EMMANUEL UNGARO (FR)	MACY'S (US)	SONIA RYKIEL (FR)
BURTON (FR)	ESCADA (DE)	MARC AUREL (DE)	STUART WEITZMAN (US)
C&A (DE)	ETAM (FR)	MARC JACOBS (US)	THE KOOPLES (FR)
CACHAREL (FR)	FACONNABLE (FR)	MARC O POLO (DE)	VAN LACK (DE)
CALVIN KLEIN (CA)	FURLA (IT)	MEXX PAYS BAS (NL)	WOOLRICH (US)
CAMAIEU (FR)	GERARD DAREL (FR)	MONOPRIX (FR)	YVES ST LAURENT (FR)
CARAMEL (ES)	GIORGIO ARMANI (IT)	OLSEN (DE)	ZADIG ET VOLTAIRE (FR)
CARVEN (FR)	GROUPE ROUSSEAU (FR)	PETIT BATEAU (FR)	ZANNIER (FR)
CERRUTI (IT)	GROUPE ROYER (FR)	PHILDAR (FR)	ZILLI (FR)
CHLOE (FR)	GUCCI (IT)	PIERRE BALMAIN (FR)	Etc...
CHRISTIAN DIOR (FR)	HACKETT UK (GB)	PREMAMAN (BE)	
CHRISTIAN LOUBOUTIN (FR)	HARRODS UK (GB)	PROENZA SHOULER (US)	
CLOSED (DE)	HERMES (FR)	PUMA (DE)	
COMPTOIR DES COTONNIERS (FR)	HUGO BOSS (DE)	RALPH LAUREN (US)	

Exhibitors

Meanwhile, the **exhibitors** appreciated the diversification of the show's offer which helped foster positive competition. First-time exhibitors in particular enjoyed a great success, indicating the start of a real diversification in sourcing, with a stronger French and Portuguese presence, for example. Many exhibitors were delighted with the high turnout of contractors from Scandinavia (Norway, Sweden, Finland), the Netherlands and Switzerland, with very positive results.

Conference on 21 September

The Madagascar country focus was a winner

Madagascar's boom in the subcontracting and co-contracting sector reflects Europe's wish to diversify its supply sources. Madagascar, 4th biggest island in the world, represents 0.2% of European imports which benefit from customs exemption. The island is an intermediary stage between Euro-Mediterranean fast fashion and Asian mass production, and has a genuine and proven commitment to guaranteeing delivery, optimising investment and making the client's journey worth their while.

Madagascar has a competitive edge in several ways:

- Its technical diversity (offering a comprehensive service & array of know-how)
- The opportunities it offers (all solutions are on offer, except knit fabrics)
- Its cheap labour costs (salaries €60 to €80/month)
- Its Textil Mada competitiveness cluster

The ZOOM exhibition

The "**Couture generation**" exhibition was a great hit with visitors, illustrating the show's growing popularity and attracting contractors on the lookout for mid- and top-of-the-range manufacturers of customised products. There will be a second stage to this exhibiton which will later be open to the general public.

Quality, diversity and responsiveness will still be the priorities for future sessions of Zoom by Fatex as part of Première Vision Pluriel.

Photos available at www.zoombyfatex.com

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Next ZOOM
14-15-16 February 2012
Hall 2 - Parc des Expositions - Paris nord Villepinte