



ZOOM by Fatex, the show dedicated to high-quality fashion manufacturing within easy reach, will take place from 14–16 February 2012 as part of Première Vision Pluriel at Paris-Nord Villepinte.

ZOOM by Fatex retains the loyalty of its exhibitors and welcomes new European countries.

The number of exhibitors remains very stable – 130 are expected this year from the Euromed region (Central and Western Europe, Eastern Europe and North Africa), Madagascar and Mauritius. These are businesses specialising in mid- to top-of-the-range clothing (everything from shirts to suits), household linens and fashion accessories (including all types of footwear). The ZOOM by Fatex offer is closely aligned with the demands of visitors and international contractors, who these days have very specific requirements.

Renewed interest in European manufacturing.

ZOOM by Fatex, which has the advantage of being part of Première Vision Pluriel, is attracting growing numbers of visitors from around the world. Because of its quality, European manufacturing is currently enjoying a surge in interest to meet emerging markets' demand for luxury. The show also features a broad array of mid- to high-end manufacturing offers, as well as manufacturing offers aimed at large-scale distribution.

And new countries such as Moldavia are showing that they have grasped the need to offer new manufacturing solutions.

Greater selection of leather accessories, which have become the show's theme.

The show is increasingly diversifying the regions and specialties presented by developing a streamlined manufacturing offer for menswear, womenswear and childrenswear. After last season's success, we are also expanding the leather accessories manufacturing offer, with a focus as much on footwear as fine leather goods.

Without question the fragile nature of clothing consumption is impacting large-scale distribution. If this sector is to remain responsive and control long-term purchasing, it has to focus more on Europe, the Mediterranean region and countries that have flexible customs arrangements for very small collections.

Fast fashion is thus doing its part to help businesses source products within easy reach. For instance, at the end of September Moroccan exports of manufactured garments and hosiery amounted to almost MAD 19.7 billion versus MAD 18 billion for the same period in 2010, i.e. an increase of around 9%. More than ever contractors want to be reassured of political stability in the southern Mediterranean region, and the strong presence at the show of manufacturers from this region is a clear sign of such stability.

Manufacturing one-off accessories:

An exhibition of photography by Hervé Dewintre, who continues his visits to workshops and studios, provides insight into “the professions that create and manufacture one-off accessories”: makers of shoes, suitcases, gloves, fans, small leather goods, umbrellas, corsets and so on. Accessories are soaring in popularity and Parisian craftsmen have lost none of their fashion-focused know-how or imagination.

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