

19.09.17 | 21.09.17

18 | 19
AUTUMN
WINTER

CLOUD OF FASHION
PREMIÈREVISION
PARIS

YARNS | FABRICS | LEATHER | DESIGNS
ACCESSORIES | MANUFACTURING



THE MISSION

From the start, Première Vision Paris has promoted materials - their creativity and their know - hows. These values remain the core focus of the dialog between Première Vision Paris and the fashion world's artisans and creatives.

Seizing creativity at its source, decoding it, spotting the right disruptors - this is our mission.

Balancing a deep immersion with a broad overview is critical to the task. And that is why Première Vision Paris is changing, and leads you today into a new world. A real and connected world encompassing the shapes and materials of tomorrow, the coming patterns, the future bests and as yet unseen developments, trades and services. An intense and inspiring experience that opens new business to all its partners.

With its new tagline «Première Vision Paris Cloud of Fashion,» the brand promises to help you discover a continuous stream of selective information, a virtual creative stock to prolong the experience of its shows. Because the upstream universe is an invigoratingly vibrant fashion scene.

**WELCOME TO PREMIÈRE VISION PARIS,
THE GLOBAL EVENT FOR FASHION
PROFESSIONALS.**