

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.

LE CUIR A PARIS Paris attracts buyers

A good business mood prevailed at the 17th edition of LE CUIR A PARIS. From the very first day, the prestigious names of the fashion sector came to discover the material offer for the autumn/winter 2010-11 season.

336 exhibitors from 25 different countries showcased on a total surface of 10 000 m². Amongst them, 43 exhibitors participated for the first time at this September edition.

In terms of geographical breakdown, Italy leads the top ten with 44% of the total exhibiting area followed by France 20% and Spain 11%. To be noted, the first-time presence of Mexico with three companies: Interpiel Exotic, Novotech Exotic and l'ANPIC (Association of Suppliers for the Shoe Industry).

Albeit the international economic slowdown, the organizers of LE CUIR A PARIS are proud of the visitors' number registered during the 4 days of the show. In fact, these are up by 5% in comparison to September 2008, that is, a total of 13 412 visits. Some countries registered a significant increase such as Germany, France, The Netherlands and the UK.

Feedback received from exhibitors show that these results exceeded their expectations. They were not only satisfied with visitors' flow but also the quality of sample requirements and orders.

« We have met our major clients, Italians and French, from the top quality sector but the mid range was also present. The mood is correct and the motion linked to the whole of PREMIERE VISION PLURIEL is reassuring. We find that buyers are really concentrating on their heart of the market since the last season », explains Marc Deyber from Tanneries HAAS, France.

Mr Suat Şen de Şen Deri (Turkey), a world leader of double face, participated for the first time in LE CUIR A PARIS. If the company had limited expectations before exhibiting, they were satisfied with the contacts made as well as visitors' profile. « *Of course, we are living a difficult economic period for the sector but it's temporary. We wish to diversify our production and LE CUIR A PARIS enables us to do so. I also think that leather is part of the textile sector and the formula of PREMIERE VISION PLURIEL is successful* ».

« *We are impressed by the quality of LE CUIR A PARIS and I believe that nowadays we can no longer expect to simply sell in the trade fairs. This sales approach is changing and I think that the quality of contacts made during a fair is very important. The actual sale only takes place much later.* », outlines Mr Oscar Murrieta from ANPIC (Mexico).

On the visitors' side the quality of the show is also appreciated. LE CUIR A PARIS is « *a show rich in leather novelties but also in textiles. The dates are perfect to prepare our collections* », affirms Ms Ysia Ferrion, Junior Leather Goods Product Manager for NINA RICCI.

The buyers from the leather sector were also present at this edition. Mr Angel Gomez from the Spanish tannery INCUSA confirms this: « *the show's dates are perfect for the shoe manufacturers. Also, LE CUIR A PARIS acts as a screen for us. We finalize our collections based on what happened in Paris* ».

A fact confirmed by Ms Maud Calvez, Leather Development Manager at CAMPER. « *The dates of LE CUIR A PARIS are perfect for approving the collections and the synergy with PREMIERE VISION PLURIEL is an extra help for our research* ».

LE CUIR A PARIS is a fair dedicated to fashion but the home decoration sector also has its importance as demonstrated by the area named ARCHI CUIR.

The first-time exhibitor Exotica Pergaminho from Brazil is specialized in parchments and its clients are normally issued from the interior decoration sector. However, LE CUIR A PARIS enabled them to explore different tracks for development. « *We made contacts with many stylists looking for novelties and who see in parchment, normally used in furnishing, a subtle way of adding originality to accessories. We now need to test new techniques and deepen our research* », explains Mr José Augusto.

LE CUIR A PARIS has selected 6 original materials for the press. You will find the description here attached.

Next appointment:

9-12 February 2010, hall 4, Paris Nord Villepinte.

Visuals available for downloading on www.lecuiraparis.com/presse/galerie de photos.

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LE CUIR A PARIS Our 6 favourites



In its usual guise it is shiny and stiff, to say the least. So when it is very supple and matt like **France Croco** makes it, crocodile leather becomes even rarer and more original. It looks completely different and rather than having its usual cold feel, it becomes deliciously sensual to touch.



Leather has been taking on a more textile look for many seasons now, in order to bring more variety to its appearance. For Autumn Winter 2010 2011, it continues its little game and has even found new disguises. With **M2**, a tartan print on a suede calfskin base gives the appearance of fleecy wool.



In a grungier vein, the rabbit fur coated with glue by **Federico Albarello** is completely out of the ordinary. This wet look gives it a particular shine and a smooth touch that is rather surprising.



No, it's not vinyl. And the flower embroidery is not in raffia either. This bucolic composition has been entirely produced from leather, handcrafted in the Brazilian workshops of **Berlonzi**. Whilst the back is varnished black, the front is coloured in canary yellow that that appears through the cuts in the leather and the beige stitching that traces the floral motif is in fact fine strips of leather.



Does this strange-fringed leather come from a race of mutant sheep? Of course not! **Colomer y Mmunmani** have 'simply' scraped its surface to create little fringes that are even more mobile because the skin is supple. And so 100% natural!



This lambskin from **Agartioglu Deri** breaks all records for fineness. To such an extent that we could easily mistake it for cool wool from its very dry feel and its simultaneously matt and shiny aspect. What a joy it will be to wear it soon as a shirt or tee-shirt!