

PRESS RELEASE

PARIS  
CARREAU DU TEMPLE  
3 & 4 JULY 2019



A20 W21

PRE-COLLECTIONS  
FABRICS | LEATHER | ACCESSORIES

BLOSSOM  
PREMIÈRE**VISION**

**BLOSSOM PREMIÈRE VISION :  
PRESENTS AN ULTRA-SELECTIVE OFFER FROM  
118 ULTRA-CREATIVE EXHIBITORS  
FOR THE AW 20/21 PRE-COLLECTIONS**

This 3 and 4 July, the 7<sup>th</sup> edition of Blossom Première Vision will be held at the Carreau du Temple in Paris.

This twice-yearly event will be presenting fabrics, leathers and accessories from 118 companies targeting the Autumn Winter 20/21 pre-collections of creative, luxury and high-end fashion brands -a 6% increase over July 2018. The offer is above all selective -all exhibitors have been chosen by Première Vision for the quality and creativity of their products- with even more creative developments.



In the heart of the world capital of fashion, and timed to coincide with the pre-collections calendar, Blossom Première Vision thus complements the Première Vision Paris\* calendar, which targets the main collections.

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\* PREMIÈRE VISION PARIS : 17, 18 & 19 September 2019 au Parc des Expositions de Paris Nord Villepinte

**A SELECTIVE, CREATIVE AND  
EVER MORE RESPONSIBLE OFFER  
FROM 118 WEAVERS, TANNERS AND ACCESSORY MAKERS.**

**For autumn winter 20/21, Blossom Première Vision strengthens its offer with exclusive collections and creative proposals from 118 selected exhibitors:** new product developments, the latest material innovations, colour trends and more...

The high-quality offer has been chosen to meet the needs of leather-good, footwear and apparel designers, and is now broadened by the presence of **12 new companies:**

- **77 weavers including 6 newcomers:** *Lace-makers, embroiderers, specialists in ultra-fantasy, jacket and coat weights, shirts and tailoring; knitwear specialists, experts in creative and fashion-oriented technical fabrics, silk makers, sophisticated print and embellishment specialists ;*
  
- **33 tanners including 5 new arrivals** for apparel and leather goods and footwear markets: *calfskin, lambskin, kid leather, exotic leathers, etc...*
  
- **8 accessory and component makers, including 1 newcomer** for clothing, jewellery, and leather goods: *Specialists in textile accessories (ribbons) or metallic elements (snaps, buckles, rivets), buttons, zips and labels...*

Loyal suppliers to the leading fashion and luxury houses, these international companies come from the industry's most influential production countries:

**Italy (65), France (34), United Kingdom (5), Japan (8),  
Spain (2), Portugal (3).**

Find the show's exhibitors in the **dedicated e-catalog.**  
You can also explore the upcoming collections via 3 themes:  
*Protective nobility / Exceptional fantasies / Technical excellence*  
dans **the NEWS heading on the website.**

## NEW: SMART CREATION, THE PODCAST

Launched last May, the twice-weekly [SMART CREATION podcast](#) is dedicated to the products and initiatives of industry players committed to a more responsible fashion. This week's guest is Matteo Mantellassi, CEO of MANTECO, an exhibiting weaver at Blossom Première Vision.



## AN AREA DEDICATED TO THE PREMIÈRE VISION MARKETPLACE

Launched in September 2018, the **Première Vision Marketplace** is now open to weavers (Sept. 18) and tanners (Feb. 19) from the Première Vision shows, as well as to weavers at the Denim Première Vision show. A total of 985 shops are now online. Next September, the B-to-B platform will welcome accessory manufacturers.

The Marketplace team will be on hand at Blossom Première Vision to provide information to exhibitors, visitors, and the press at a special meeting place centrally located at the show.



DISCOVER  
THE LANGUAGE OF LEAVERS LACE

As part of **The Lace Review**, a touring exhibition which showcases the last 14 French Leavers lace makers, the show's guest of honour **Dentelle de Calais-Caudry®** shares the secrets of lace-making in a specially dedicated area.



© The Lace Review 2018 - Leavers Lace by Beauvillain Davoine

© The Lace Review 2018 - Leavers Lace By Recherche Marescot-Buttons by Aymeric Le Daun

SAVE THE DATE

To mark the opening of the show, Première Vision invites you to the Fondation Henri Cartier-Bresson for a private visit of two exceptional photography exhibitions:

*Henri Cartier-Bresson,* and  
*Pérégrination, Europe (1930-1933)*

*Wright Morris,*  
*L'Essence du visible*



Trieste, Italie, 1933 © Fondation Henri Cartier-Bresson / Magnum Photos

**Wednesday 3 July, 7 pm - 10 pm.**

Fondation Henri Cartier-Bresson  
79, rue des Archives, 75003 Paris

Visit followed by a cocktail.

## MAZARINE DESIGNS THE OUTFITS FOR THE HOSTESSES

Première Vision actively fosters young creative talent, and strives to highlight their achievements. For its July 2019 edition, Blossom Première Vision has entrusted the design of the hostess outfit to Mazarine, a brand that is part of the *Designers Apartment* support program.

«The outfit I designed for Blossom Première Vision has a white asymmetrical top in a white satiny jersey worn over pants in a pinstriped navy wool. The fluid fabrics give the look a refined elegance,» said Mazarine's artistic director Hélène Timsit.

Since 2016, Mazarine has been creating their luxurious, powerfully-stated women's collections in Paris. Each season, Timsit explores a new universe inspired by a book or a film.

Her French and Japanese influences, along with her profound knowledge of fashion, infuse Mazarine with a uniquely compelling expression of femininity.

[www.mazarine.paris](http://www.mazarine.paris)



JOIN US NEXT  
3 & 4 JULY 2019

CARREAU DU TEMPLE, PARIS  
4 rue Eugène Spüller - Paris 3<sup>ème</sup>

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