

MODE CITY, a real business accelerator

In a professional, friendly atmosphere, buyers from the world over, defying the Parisian heat, gathered from July 8-10 to discover the 2018 trends from 400 brands at Mode City.

After a Lyon edition in 2016, Mode City, back in Paris offered a session full of newness, featuring innovations in its content, with a new layout and show design welcomed by both brands and buyers in attendance. With this new visitor experience, Mode City helped its exhibitors reach new markets.

+18 %* : TOP-QUALITY ATTENDANCE AND A SIGNIFICATIVE INCREASE

Top 10 Buyer Markets 2017 (*versus 2016)

France	28 %
Germany (+1)	
Italy (-1)	
Spain	
United Kingdom	
Russia (+2)	72 %
United States	
Switzerland (-2)	
Japan	
Poland	
	France
	International

France remains well in the lead of visiting countries. This edition was marked by a significant jump for Germany, Belgium, the Netherlands, East Europe, Russia and Japan. (BAEUMCHER UND CO /HASSENMEIER /JAKOB JOST / KRINES /RUDOLF WOEHL /ZALANDO /ASAHI KASEI /LURI / PEACH JOHN /SCENE /ANAELLE /FIGURATA /GOLFSTREAM / LATANYA /ROZTEH /SITORA...)

We observed, with some satisfaction, a major increase in French and international department store buyers. (ARNOTTS /ABC DEPARTMENT STORE /EL PALACIO DE HIERRO /FENWICK /GALERIES LAFAYETTE / GLOBUS /HANKYU DEPARTMENT STORES /HUDSON BAY / JELMOLI /KADEWE /KASTNER & OHLER MODE /KRINES /LA RINASCENTE /LE BON MARCHE /LOEB /LUDWICK BECK / MAISON JOLIE /MANOR /TSUM /PRINTemps /RUDOLF WOEHL /TARGET...)



In terms of the Sportiv' zone, it attracted new sport and department store sport buyers looking for new athleisure products. (EZABEL FITNESSWEAR /FUEGO ACTIVEWEAR /GIGA SPORT /SPORT ANGEL /STARITE DISTRIBUTORS /SPORTSCHECK ...)

Also on the rise, resorts and concept stores approved the cutting-edge, unique, and ultra-creative selection offered by the show, particularly at Exposed, a real avant-garde showroom. (ANTHANA - ALMYRA HOTEL / BLUEOCEANN / DANAI BEACH RESORT / KORIMAX / NIKKI BEACH LIFESTYLE / THALASSA SEA & SPA / RAVERA...)



The designer of the year, Raffaella d'Angelo, received special attention at the show for her 10 years. Riding the wave of her international presence and delighted to receive this recognition, this Italian designer forged new partnerships and enhanced her network.



HERE'S WHAT THEY HAD TO SAY...

"We loved the ambiance and the design of the show, particularly the more open fashion show runway that offered more space and energy. We made good contacts with international buyers." **Laurence Dupin for Unabella**

"This was my first time participating in the show, and I couldn't be happier. We met up with German retailers and made very good contacts with Italian, Spanish, Romanian, and British buyers and boutiques. Our presence in the Selection fashion show was a real boost for my brand." **Raquel Ovadiya for Fifth Sense Lingerie**

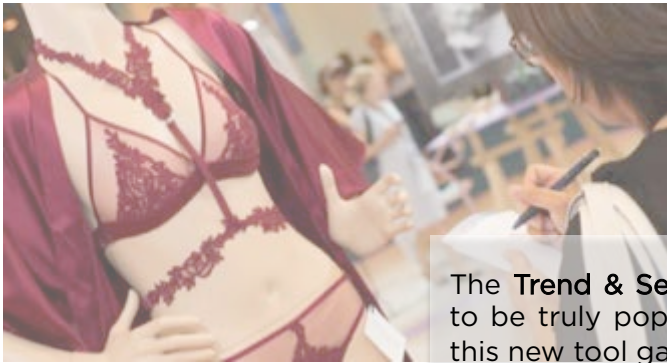
"Overall, Paris is the essential place to find new product launches, with an overview of a large array of brands. The trend forum was great, truly inspiring. I also loved the fashion shows, and I'm delighted with the new fashion show space that's open to everyone!" **Romana Marusko for Kastner & Ohler department store, Austria**

"The show is a true premium showcase. I discovered new brands and new talents (particularly at Exposed). I think that our orders, which should be confirmed shortly, will raise the profile of certain brands in Latvia and in our Baltic region in general. I really enjoyed this edition. It was a great experience!" **Jelena Aleksandrova, ELKOR PLAZA department store, Latvia.**

"The show was full of surprises. I appreciated its proper organization and the services before and during the show. And of course, the fashion shows were impressive, plus Pamela Anderson was here!!!" **Ioanna Mavrommati, boutique buyer, Greece**

NEW INITIATIVES RICH IN INNOVATIVE CONTENT ACCLAIMED BY PROFESSIONALS.

Mode City, a true incubator for information and content, presented its new services to assist visitors and brands throughout the show. Mode City hosted innovative market players in an effort to share information and key industry content, seeking to provide a vision of the world of tomorrow and embody the essence of much-needed shifts in the market. These new formats (talks, round-tables, media room encounters...) were hailed by professionals and fostered fruitful discussions with their respective audiences.



The **Trend & Selection** space, with its 3 additional tools, proved to be truly popular with buyers. Clear, innovative, and inspiring, this new tool gave these visitors much food for thought.



GREAT ENERGY FOR A FIRST-EVER SELECTIVE OPENING TO THE PUBLIC

ROCK MY SWIM: A SUPERCHARGED ATMOSPHERE ON SATURDAY NIGHT!

For the first time, on Saturday, July 8th, Mode City held a multi-brand swimwear fashion show, open to a selection of fashionistas and a number of fashion influencers.

In the presence of Pamela Anderson, international icon of glamour, and gorgeous dancer Denitsa Ikonova, Rock my Swim raised the roof at Porte de Versailles.

To the sound of hot rhythms, **Antigel, Banana Moon, Billabong, Caffé Swimwear, Calarena, Cardo Paris, Coco Rave, Contours by Coco Reef, Empreinte, Fantasie, Freya, Hateia, Iodus, Jolidon, Lise Charmel, Lou, Luli Fama, Maison Lejaby, Maryan Mehlhorn, Panarea Couture, Paula Beachwear, Prelude, Raffaella D'Angelo, Simone Pérèle, TwinSet, and Vanity Fair** presented their 2017 trends to an enthralled audience.





This show, broadcast live on www.rockmyswim.fr, with the chance to click on each style as it was seen in order to discover the world of that brand, created quite a buzz in the French and international media.

THE 2ND EDITION OF SPORTIV': HEALTHY IS THE NEW SEXY!

For its 2nd edition, Sportiv', the event that's 100% dedicated to sporty, trendy women, presented a selection of cutting-edge activewear, athleisure, and streetnical brands (a contraction of street and technical): **Bro Fitwear, Cardo Paris, Ellasweet, Freya Active, Lolë, Lorna Jane Mandala, Offbeatmode, Oxsitis, Q-linn, Si run, Vevie, Yoga Searcher, Yvette and Zsport.**



By giving more space to the sporty woman, Mode City welcomed new buyers looking for sport/fashion products. Unique and inspiring, it attracted new types of buyers from boutiques, department stores, and concepts stores in search of new active, sporty, and glamorous brands.



This second edition was also marked by events for the public on Sunday, July 9th. This included a unique, customized program for consumers, with a mix of sports demonstrations and unique content, including a giant yoga class organized by the Lolë brand. This cross-section of consumers was delighted to discover these exhibiting brands and a preview of their new products.

MODE LINGERIE AND SWIM MOSCOW
AUGUST 30-31 / SEPTEMBER 01-02

CURVENEWYORK MODE LINGERIE AND SWIM
AUGUST 06-07-08

CURVELASVEGAS HOSTED BY PROJECT WOMENS
AUGUST 14-15-16

RIVIERA BY MODE CITY
SEPTEMBER 10-11

SALON INTERNATIONAL DE LA LINGERIE PARIS
JANUARY 20-21-22

NEXT EUROVET EVENTS

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