

# REPORT INTERFILIÈRE PARIS

*July, 8-9-10 2017*

A HARD-WORKING,  
OPTIMISTIC SESSION TURNED ON TOMORROW!

*The return to Paris turned out to be extremely positive. Though visitors were present in greater numbers than the last session in Lyon, what stands about this edition is the stellar quality of attendees. Beyond the significant increases in market-leading lingerie and swim brands this session, the presence of key players in Sport/Lifestyle/Yoga was noted by exhibitors, in addition to top names from the world of Haute Couture.*

The atmosphere was businesslike; an optimistic mood that translated into orders being placed: a considerable level of sampling was registered, with an unequivocal stance in favor of innovation and top-quality collections which placed this session among the good ones in recent memory for Interfilière Paris.

Exhibitors were unanimous in their praise: they were all delighted with the interest seen in products with high added-value. The latest collections were hailed by all. They managed to act as real advisors, offering orientations and true partnerships. Clients need to understand the product and its end uses. This session, sustainable development, the activewear market, and a search for softness, lightweight, and comfort were the leading trio in terms of visitor requests.

When TECH enters the world of Lingerie, swim, and activewear, brand take notice. Whatever the level of application, technology is no longer a problem; it's a solution. The Innovation forum on a Print theme, and the new "Tomorrow!" platform, a future-oriented tool, were the clearest illustration of this. The Future is finally, concretely at hand and within our grasp, as reflected in the experimental work from 5 students of the renowned *Central Saint Martins* in London, and in the high-tech boxers from Parisian start-up *Spartan*, that has set all the media abuzz.

Designers, stylists, and other visitors to the General Forum, which this year brought together Lingerie and Swimwear trends in the same space, all hailed the exceptional inspiration to be found there, driven by giant printed collages from *Ellen Haeser*, a Dutch designer specialized in the art of stylistic blending.

The show, through its comprehensive, international product offer, its trends, and inspiration spaces, exceeded the expectations of manufacturers and visitors, providing food for thought on the textiles of tomorrow, meeting the needs and challenges facing this industry.



# INTERFILIÈRE

PARIS

# RANKING VISITING COUNTRIES

VS 2016

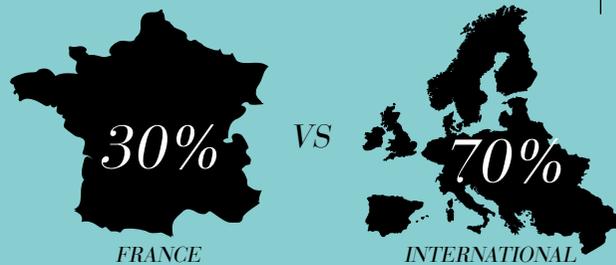
1. France	
2. Germany	+2
3. Italy	-1
4. England	
5. Spain	
6. China	
7. USA	+1
8. Russia	+1
9. Netherlands	Come back
10. Hong Kong	-2

Some countries came more massively this year : **Brazil, Colombia, Canada, USA, Taiwan, Korea, Japan and Israel.**

High mobilisation of key targets : brands, retailers and e-commerce.

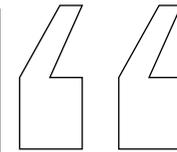
And the others ranking countries: Belarus, South Korea, Denmark, United-Kingdom, Sweden.

## DISTRIBUTION



AMONG VISITORS...

ADIDAS, ERNSTING'S FAMILY, ESPRIT EUROPE, FELINA, LASCANA A BRAND OF OTTO, MARYAN BEACHWEAR GROUP GMBH, PUMA, RÖSCH FASHION, TRIUMPH INTERNATIONAL, GRUPO NABEL, HANES AUSTRALIA, WOLFORD, MILAVITSA, VAN DE VELDE NV, EMBRY GROUP - CHINA, WACOAL - CHINA, GOOD PEOPLE, NAMYEUNG VIVIEN, CHANGE OF SCANDINAVIA - DENMARK, BROOKS RUNNING COMMANDO, GAP, LIMITED BRANDS - VICTORIA'S SECRET - USA (NY), MIRACLESUIT SWIMUSA, NIKE, PVH - NY, TARGET, AUBADE, EMPREINTE, ERES, GROUPE CHANTELE - ORCANTA, GROUPE ETAM - ETAM LINGERIE - PARIS, GROUPE OXYLANE - DECATHLON - HENDAYE, GROUPE PERELE - FRANCE - SIMONE PERELE, KIWI, ROUGE GORGE LINGERIE, BENDON - HONG KONG, CALZEDONIA, GRUPPO INTICOM - YAMAMAY - ITALY, GRUPPO LINCLALOR, HUNKEMOLLER, F&F CLOTHING - TESCO GROUP, FIGLEAVES.COM, GOSSARD AND BERLEI - UK, NEXT, PALMETTA, ROZTEH, SPORTMASTER, CASALL SPORT - FIGFORT, KAPPAHL



*Great to see the positivity back at the July fair this year. It has been a while since we felt some energy around show. This season there was definitely a feeling that it is regaining some of its relevance and people were attending with the intention of growing their business, not protecting it.*

*Across both sides of the hall - Interfilière and Mode City - there was definitely a feeling that the future is looking brighter and the industry is looking forward. "*

**JIM LYONS**  
(MERCHANDISING DIRECTOR -  
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