

SALON INTERNATIONAL DE LA LINGERIE & INTERFILIERE PARIS

Times change, consumers evolve, and brands adopt new styles of communication...

Faced with markets undergoing profound shifts, Eurovet trade shows support key stakeholders and visitors in dealing with these changes. Breaking with the traditional rules of the game, the Salon International de la Lingerie and Interfilière Paris shows will share their vision and innovative ideas from January 20-22 at Paris Expo - Porte de Versailles - Hall 1.

1. EXPAND YOUR HORIZONS THROUGH EXPLORATION A NEW SHOW EXPERIENCE

Hello Paris!

This season, EUROVET, number one in lingerie, swimwear, and activewear network events, reinvents the show experience, offering an abundance of new elements for its 2 January shows: Salon International de la Lingerie and Interfilière Paris.

Rich in unique events and encounters, these shows are a comprehensive showcase of the market and its innovations.

While maintaining its fundamental aspects, Eurovet breaks the rules, boldly and creatively expressing the transformations that are underway in the industry.



2. PERCEIVING WHAT'S NEW AND NEW INSPIRATIONS

Today, shopping is no longer a utilitarian purchasing process; rather, it responds to a search for sensations and emotions, a yearning to experience this in a meaningful setting, and a desire to socialize and have fun. It becomes a stand-alone activity that can be entertaining, educational, beautiful, or a lovely escape: here, we're dealing with "fun shopping", "retailtainment", or the "shopping experience". Supporting the transformation of retail outlets to better suit the needs of new consumers is the major issue this session.

A true vector for business, the show takes on the form of a parisian flagship store this season, where the show design and installations offer concrete tools that are useful for buyers.

RETAILREVIVAL: The linchpin of the Salon International de la Lingerie

- Open, warm, and friendly hospitality
- A gallery of "The Selection" It-products in a setting like a pop-up store
- A sleek, dynamic look for the show
- A schedule of talks oriented toward the future of retail and the sharing of experiences

A unique experience worth discovering!

An inspirations and coaching space where boutiques come to life, with an analysis of 4 key trend's spaces:

The Shop
The Pop-Up Store
The Concept-Store
The Online Assortment



TEXTILEFINISH: The Exception, The Innovative Surface Touch

At the very heart of the Interfilère Paris show lies an essential stopping point for a real overview of this booming market, and a poetic promenade, too.

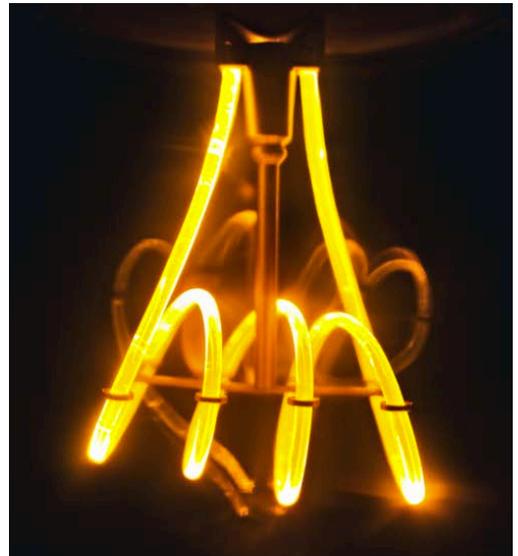
The 2018 edition of the The Exception offers innovations and experiences built around surface effects. This trend forum, accompanied by a museum-style installation under the direction of Sylvie Maisonnave, awakens all the senses. In the form of a circuit around a gigantic sculpture of rough fabrics, the installation includes contemporary fashion, design, textile, and video creations, alongside research from exhibiting companies. Industrial or artisanal concepts, raw surfaces or extreme sophistication, handiwork or future technologies...all interact to take this added value for fabrics to the next level. Ideas from here and everywhere, ever more complex in their innovations: SKIN TOUCH, TEDDY BEAR, CRAFT WORK, COLD SURFACE, STRANGE SENSATION, and PRINT 3D.



TOMORROW! The Innovative Exchange and Experimental Way

The inspirations space dedicated to innovation

The Interfilère Paris show offers a preview of innovations processes and experimental research. The market is in the process of providing greater understanding of the future and of its uncertainties through innovation, to offer major flexibility for brands and retail platforms. Highlighting expertise and new technology for the world of lingerie, such is the objective of this second edition of TOMORROW!



3. DESIGN AND EXHIBIT, • A DIVERSE ARRAY

400 brands are expected at the Salon International de la Lingerie

The Salon, international leader in the market, brings together brands from the world over, offering a diverse selection that includes essential labels, venerable craftsmanship, and multifaceted creativity: luxury collections from designers, young creative brands, must-haves names in lingerie and corsetry, sleepwear, loungewear, homewear, and ready-to-wear brands, alternative labels, bold ranges, and men's collections.

An analysis of the Salon International de la Lingerie's assortment from a retail point of view...

A wide selection of design!

SHOP

a signature selection : an array of trendy and timeless products: Adina Reay (United Kingdom), Simone Pérèle (France), Lise Charmel (France), DnuD (France), Valery (Italy), Aubade (France), Chantelle (France), Andres Sarda (Belgium), Marjolaine (France), Paloma Casile (France), Else Lingerie (Turkey), Chantal Thomass (France) ...

POP-UP STORE

a cutting-edge selection : surprising pieces, an ultra-creative approach, capsule collections...: Murmur (Romania), Opaak (Germany), Corporelle (Russia), Paul & Joe x Cosabella (Italy), Lyn Lingerie (Switzerland), Naelie (France), Edge O' Beyond (United Kingdom), Le Petit trou (Poland), Superbe (France), Cisô Atelier (Brazil), Marika Vera (Mexico), Undress Code (Poland) ...



CONCEPT STORE

a bold selection : an array of influential collections, add-on products, craft-oriented and wellness collections...: Pyj Paris (France), Hesper & Fox (United Kingdom), Body & Clyde (France), Facenti (Italy), Rossell England (United Kingdom), Pretty You London (United Kingdom), Sang Luo (China), P Le Moul't (France), Hanky Panky (United States), Max Mara (Italy), Pluto on The Moon (Belgium) ...

ONLINE

an on-point selection : an alluring wardrobe, classic favorites, adaptable products...: Nancy Ganz (Australia), Premier, Artisan de Beauté (Japan), Nubian Skin (United Kingdom), Albertine (France), Garçon Français (France), Hanro (Switzerland), Mey Bodywear (Germany), Oscalito (Italy), Wacoal (Japan), Anita (France), Berlei (United Kingdom), Eberjey (United States) ...

Nearly 180 exhibiting companies at Interfilère Paris

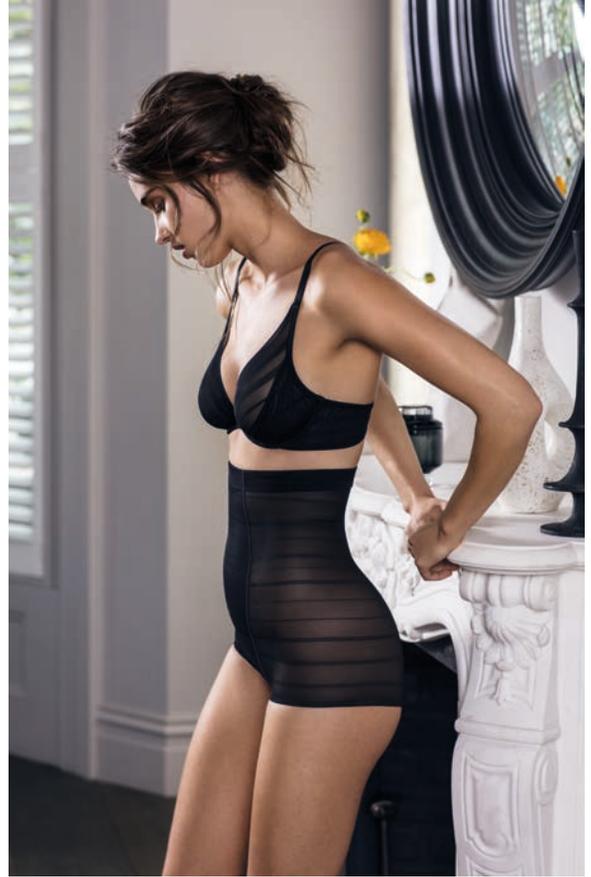
An optimistic mood infuses this show. All major industry players have signed up to date. Certain exhibitors, accustomed to exhibit only at the July show, such as PAYEN GROUP - ESF (France) and GROUPO MODA ESTILMAR (Spain) have confirmed their presence in January. This is further proof that buyers in this sector are increasingly seeking newness. The lingerie and loungewear selection remains in the lead, with the arrival of new European accessory firms such as SOYELLE (France) and PREFORMATEX (Spain). New technical stakeholders who were here in July, such as Japanese company SEIREN, a seamless shapewear specialist, and Italian company CADICA, an innovative label and packaging specialist, have also confirmed their participation for this session.

4. DISCOVER

THE DESIGNERS OF THE YEAR

For the Salon International de la Lingerie: WACOAL

This year, the show is recognizing this Japanese brand: lingerie that is all about beauty, serenity, and innovation. An iconic brand in Japan and in Asia, a leader in the United States, and a major growth brand in Europe with its creative, innovative lingerie, Wacoal has been creating lingerie that makes women beautiful for over fifty years.



For Interfilère Paris: CHEYNET & FILS

The show honors French company CHEYNET & FILS, a specialist in elastic bands and yarn processing since 1948. The Cheynet Group, led by Grégoire Giraud, stands out with the creativity of its collections and the technical prowess of its products, which add value to its markets: Lingerie, swimwear and corsetry, medical-grade fabrics, sportswear and ready-to-wear, socks, and men's underwear...




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