



Première Vision Moscou **A show marked by innovation and creativity**

Held at the "Manege" this past 10 and 11 March 2010, the 8th edition of Première Vision Moscou presented a unique and creative offer of fabrics and accessories for the spring summer 11 season to Russian fashion professionals.

The edition brought together 71 exhibitors presenting collections for the men's, women's and sportswear lines. At the close of the 2 days, the show had registered 1,160 professional visits. Visitors favoured high-quality, highly creative products in their searches. There was a notably strong demand on the part of Russian buyers for innovative fabrics for menswear, and truly creative laces for women swear. Printed fabrics, a sector that unveiled particularly fresh and dynamic collections for this spring summer season, were very successful with designers.

Exhibitors and visitors met and discussed fashion themes, of course, as well as the economy of the Russian market, and more particularly, the difficulties tied to imports, production and distribution. All agreed that the creativity of the Russian collections necessitate imported fabrics. There was also a growing awareness by exhibitors of the boldness exhibited by Russian garment manufacturers given the obstacles they often face doing business.

The show's visitors took advantage of the Première Vision fashion information, with the Fabric Forum, the "Vision spring summer 11" film, the synthesis of the season's Bests, and the Trend Master Class, a key moment in the show particularly appreciated by Russian fashion pros.

Visitors included:

Fashion House of Valentin Yudashkin, Slava Zaitsev, Max Chernitsov, Lena Karin, Violetta Litvinova, Fashion house Lidia Soselia, Katia Mossina, Rogue, Vassa, Natasha Drigant, Vintage Queen Kochubei, Zimaletto, Sokolova&Bogorodskaya, Dasha Gauser, Arsenicum, Bolshevichka, Trekhgornaya Manufaktura, Podium, Tom Klaim, Meucci group, O'stin, Depeshe Mode, Paxton, Ivagio, Kristy, Gregory, Peplos, Legate and others.

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In the buyers own words

"We like Première Vision Moscou. More than 10 persons from our company regularly visit it 2 times a year. One of the key points for visiting it is to get acquainted with fashion info. We value the Première Vision know-how and recognize its leadership in that area. We use all tools which are presented to receive fashion info: trend forum, Bests, video, seminar, color card. We widely apply all ideas and knowledge in our work." Valentina Ivanovna Morozova, designer, KUPAVNA, textile company, Staraya Kupavna, Moscow

"We are a regular customer. We like Première Vision Moscou not only because it gives us the possibility to meet our suppliers (we can do it without visiting Première Vision Moscou as well), but it also gives us the great chance to study fashion info and trends. We are convinced that we could not find elsewhere in Russia. As for fabrics we are interested in suitings for menswear. Regarding this edition, we are satisfied with the results of our work. We met our suppliers and found a new accessories company from Spain. We've already contacted them after the show and placed a first order." Olga Alexandrovna Danilova, designer, AIVENGO garment manufacturer, Ivanovo, Central region

"I visited Première Vision Pluriel in Paris in January. But in spite of this I also visited Première Vision Moscou to strengthen new connections. I had several meetings. Première Vision Moscou is very compact and well-organized show." Igor Protorchin, general director, SOCRAT, garment manufacturer, Tver', Central region

"I visited Première Vision Moscou for the first time. I'm impressed. We found fabrics we were looking for and placed orders. I think I will go on with visiting Première Vision Moscou and also I would like to visit the Paris show. We are now trying to find out the best way for collaboration, we don't know yet if it will be better to work through agents or directly with companies. Both ways have their advantages and disadvantages. On one hand, working directly with Europe can be difficult because of visa's control for Ukrainian citizens, on the other hand working through Moscow is easier, but prices are higher (with local margins)." Inna Chiarnyak, designer, fashion house UNONA, Kiev

"I was my first visit to Première Vision Moscou. I really appreciated the uncommon format of the show, the pleasant and well-mannered staff. I found great Italian wool fabrics and French laces." Elena Nukolaevna Trach, director, Atock, sewing factory, Kiev

Upcoming Première Vision events

>Première Vision / Première Vision Pluriel: 14-16 September 2010

www.premierevision.fr / www.premierevision-pluriel.com

>Première Vision Moscou: 29 & 30 September 2010

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