



**18<sup>th</sup> - 20<sup>th</sup> JANUARY 2009**

**SUMMER 2010 COLLECTIONS**

## **A CONVINCING SESSION FOR INTERFILIERÈ!**

“Surprising” and “unexpected” were the words most often heard from exhibitors as this January 2009 session, kick-starting the Summer 2010 season, came to a close.

Fears raised prior to the show regarding the uncertain economic climate were swept aside.

Generally speaking, the exhibitors found this session particularly positive and praised the level of professionalism from buyers. Although brands tended to be represented by fewer buyers, their calibre goes without saying: keen to work closely with fabric specialists, accelerate order confirmation, consolidate relationships with suppliers, while seeking out new partners...

An optimistic viewpoint shared by Avio, Be Be Cotton Knitting, Chanty, Coutier, Desseilles International, ESF, Forster Rohner, Junior Hagen, Noyon, Potencier, Rocle, Sakae Lace, Solstiss, Union, Takeda Lace, etc.

The January 2009 edition of Interfilière was also viewed as reassuring, aesthetic, laid-back, effective and a veritable business booster. The show fulfilled its role as a high-performance tool, supporting the industry as a whole.

### **INTERFILIERE VISITOR TOTALS**

<b>11,066</b>	<b>TOTAL VISITORS</b>
<b>37%</b>	<b>France</b>
<b>63%</b>	<b>International</b>

## TOP TEN VISITOR COUNTRIES AT INTERFILIÈRE

	<b>FRANCE</b>
<b>1</b>	<b>ITALY</b>
<b>2</b>	<b>GERMANY</b>
<b>3</b>	<b>UK</b>
<b>4</b>	<b>SPAIN</b>
<b>5</b>	<b>BELGIUM</b>
<b>6</b>	<b>JAPAN</b>
<b>7</b>	<b>NETHERLANDS</b>
<b>8</b>	<b>USA</b>
<b>9</b>	<b>POLAND</b>
<b>10</b>	<b>SWITZERLAND</b>

It is worth noting the presence of **major labels** for whom Interfilière remains an essential **tool** and **must-see** event. Budget restrictions were reflected in their decision to limit the number of buyers sent as well as the time spent at the show.

**France:** 3 Suisse, Aubade, Auchan, Barbara, Body One, Cannelle, Carrefour, Casino, Chantal Thomass, Chantelle, Charlott, Cora, D Nu D, Damart, Decathlon, Darjeeling, Dim, Ères, Etam, Eurodif, Galeries Lafayette, Go Sport, Hom, Huit, Intermarché, Kiabi, La Redoute, Marithé & François Girbaud, Monoprix, Princesse Tam Tam, Z Sport...

**Germany:** C&A, Felina, Hugo Boss, Katag, Maryan Beachwear, Naturana, Neckermann, Quelle, Schiesser, Triumph...

**Austria:** Hanro...

**Belarus:** Milavitsa...

**Belgium:** Carrefour Belgique, Van de Velde...

**South Korea:** Good People...

**Spain:** El Corte Ingles, Hipercor, Lenospa, Little Kiss, Vanity Fair...

**USA:** Calvin Klein, Le Mystère, JC Penney, Nordstrom, Victoria's Secret...

**Hong Kong:** Top Form...

**Italy:** Calzedonia, Dolce & Gabana, Giorgio Armani, La Perla, Yamamay, Christies, Cotonella, Delmar, Benetton, Le Bonitas, Parah, Valery...

**Japan:** Gunze, Wacoal...

**Netherlands:** Hunkemoeller...

**UK:** Debenhams, Marks & Spencer, Selfridges, Tesco...

**Russia:** Mercury Tsum, Orchidée Sauvage, Palmetta, Parizhanka, SPB OK...

**Switzerland:** Manor...

## INTERFILIÈRE INNOVATES & ACCELERATES NETWORKING!

By introducing two new services, Interfilière has demonstrated its commitment to meeting companies' personalization requirements in the search for new opportunities.

### BUSINESS MEETINGS

Interfilière organized B-2-B meetings – veritable **business accelerators** – between Interfilière exhibitors and selected buyers, mainly from Eastern Europe: a **high-calibre, personalized service** to encourage order-taking and satisfy the precise requirements of buying and sourcing experts.

The meetings were a success from the exhibitors' point of view, as highlighted by Jean-Laurent Perrin: "This new service proved very positive for Les Tissages Perrin. It enabled us to meet Russian, Polish and Chinese companies for whom we had not yet identified points of contact and commence negotiations with them."

Bertrand Avio: "We have launched operations to conquer the Eastern European market and were able to use these business meetings to develop them. This service speeds up and facilitates networking opportunities and puts you in touch with the right people straight away".

On the buyer side, participants appreciated the personalized accompaniment and being welcomed in their own language (Polish and Russian).

This service could contribute to buyers' motivation to visit the show, as well as optimizing participation and saving time for exhibitors.

The participants included: Aimer (China), Palmetta (Russia), Ardi (Russia), Mat (Poland), Welle (Poland), etc.

### SPEED MEETINGS

The objective was to initiate **laid-back networking** opportunities between exhibitors and buyers. The exhibitors demonstrated a genuine interest in meeting buyers at this first edition.

Weber Lace: "Thanks to speed meeting, I met a potential buyer from Russia who visited our booth the next day to see our collection and place a sampling order. We think that's a good start and look forward to what is going to develop out of that. In my opinion Eurovet has made a good effort and they are trying to adhere to the demands of the market which shows a clear tendency to the Eastern countries."

Eurojersey: "The speed meeting enabled me to establish contact with three buyers".

The Middle East conference participants, who took part in the conference preceding the speed meeting, also appreciated the format.

## “GLOBAL VILLAGE”: A HIGH-COLOUR FORUM!



The Interfilière Forum is the ideal tool for gaining an overview of trends and tracking down fashion and market-related information. This session, it remained faithful to its mission once again. The presentation of trends with a different theme in each “hut” appealed to visitors.

The various focal points on accessories (Kelly bags, flowers, bra-cups) and natural innovations offered an insight into these particularly dynamic sectors.

Holding the Speaker’s Corner discussions in an open space attracted a larger audience and allowed for optimal circulation of information: “Curvaceous Tomorrow” with projects by six young designers who revisited aesthetics for larger ladies, “Big and Beautiful”, “Pin-ups and Natural Beauties”, with Noyon Dentelle, and “An Ode to Knits” were a resounding success.

## ULTRA LINGERIE: A VERITABLE FEAST!

For this sixth edition, partnerships between brands exhibiting at Salon International de la Lingerie and **Interfilière**’s fabric specialists united professionals around a particularly successful catwalk show on the theme of “**GOURMANDISE**”: a feast for the eyes with something to suit everyone’s tastes. Creativity was omni-present in a magnificent showcase that could not go unnoticed.

The jury consisting of Nicole Bernardo (*Fashion Consultant, Le Bon Marché*), Jos Berry (*Director, Concepts Paris style agency*), Mathilde Bill, (*Journalist, Cosmopolitan and Le Monde*), Marie-Christine Delacroix (*Editor-in-chief, Madame Figaro*), Édith Keller (*CEO, Carlin International, creative strategy agency*), Christian Palix, (*CEO, Yes For Lov*), Florence Peyrichou (*Lingerie Director, Promostyl*), Nelly Rodi (*CEO, Nelly Rodi Agency*), Dany Sanz (*Artistic Director and Designer, Make up Forever*), Christine Walter Bonini (*Artistic Director, Esmod*), awarded:

➔ the “**Ultra Gourmandise**” Award, presented by Guy Martin (Chef at the **Le Grand Véfour** restaurant), to: **Prélude** with **Boselli** and **Sophie Hallette**.

➔ the “**Ultra Fabrics**” Award to: **Ritratti** with **Boselli**, **Eurostick** and **Junior Hagen**.

➔ the “**Jury’s Special Prize**” to: **Empreinte** with **Forster Rohner**, **Liebaert** and **Seram**.

The “**Professional Prize**”, awarded by the guests present, was presented to **Prélude** with **Boselli** and **Sophie Hallette**.

Ultra Lingerie 2009



RITRATTI - EUROSTICK - JUNIOR HAGEN - BOSELLI

## CREATOR OF THE YEAR AWARD PARIS CAPITALE DE LA CRÉATION 2009:

Interfilière elected **Solstiss**, which took part for the first time in January, as Creator of the Year. The award will be presented to Christophe and David Machu by the Mayor of Paris, Bertrand Delanoë during an evening party organized at the town hall on January 28<sup>th</sup> next; the event will celebrate Calais Lace, for which Solstiss is one of the finest ambassadors.

**Forthcoming Dates for your Diary:**

Hong Kong Mode Lingerie: April 7<sup>th</sup> and 8<sup>th</sup> 2009

**Interfilière Evolution Days:** June 18<sup>th</sup> and 19<sup>th</sup> 2009  
(Paris – Palais des Congrès)

**Interfilière**

Mode city

September 5- 6-7 2009

Paris Expo – Porte de Versailles - PARIS

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**Interfilière Press Contact**

**ELISABETH DELAIGLE**

67 Rue Fondary 75015 PARIS

Tel: (33) 01 45 78 11 74 - Fax: (33) 01 45 79 25 85

E-mail: [elisabeth.delaigne@wanadoo.fr](mailto:elisabeth.delaigne@wanadoo.fr)