

FLASH INFO

PARIS, SEPTEMBER 1st 2017



International fashion trade show

Premiere Classe
ACCESSORY FIRST

8_11
sept. 2017

Paris,
Porte de Versailles

Located at the heart of the Gallery Store, the French boutique is a central showcase which promotes the French Touch as its focal point

Here, it's not just about "Made In France", but it's also a place to discover the world of contemporary French chic through a specialised selection of timeless French brands along with new designers. A shop delicately perfumed by the scent designer Maw, the French Boutique oozes innovation and modernity with bespoke visuals suggesting energy and positive attitude.

An echo of the "Positive Community" of inspiring French entrepreneurs and ambassadors of Who's Next and Premiere Classe 2017. An ecosystem of new French brands, this space proposes simple retail and merchandising solutions for products. You can notably find the following brands there: Les Filles d'ailleurs, Romane Petrosino Joaillerie, Trench & Coat, Derhy, Noa Kis, Lara Ethnics by Nature, Il Etait Un Fil, Mon Cycliste, Von Dutch et Zapa, with his bespoke "perfectos". What do these French brands have in common? Quality of production, style, timelessness, attention to detail, finish and innovation. This showcase proves that the French way of styling goes hand-in-hand with more innovative products which mix materials (leather and cotton) and new materials (responsive connected textiles) in modern more functional cuts.

Tailor-made, a basic trend at French brands

This space is where you can discover how the bespoke trend is now one being used by and available to French middle-range brands. In a society where the international fast fashion world inundates us with products, French bespoke products are now gaining ground because buyers are more concerned about quality.



Trench & Coat | hall 4 / C19



Il était un fil | hall 3 - G48 / F49



Romane Petrosino | hall 3 G48 / F49



Mon Cycliste | hall 4 D137

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