

**MADE IN  
FRANCE**  
PREMIÈREVISION

**MYTAILOR**  
*is french*

**MADE IN FRANCE PREMIÈRE VISION :  
SUPPORTING FASHION AND  
THE TRANSMISSION OF FRENCH  
KNOW-HOW**

*Press kit*

**28 / 29**  
**MARCH 2018**

Carreau du Temple, Paris

As consumers seek a return to more local roots and greater transparency, MADE IN FRANCE PREMIÈRE VISION once again spotlights French know-how by presenting 104 rigorously selected French companies, organized in 7 poles of expertise:



CLOTHING AND KNITTING,  
ACCESSORIES MANUFACTURING, COMPONENTS,  
FINISHING AND PRIMARY MATERIALS (FABRICS,  
LEATHERS), PROFESSIONAL TRAINING AND  
LABELLING ORGANISATIONS, SERVICES.

The show promises visitors exceptional opportunities to meet with leading manufacturers from the main French production regions.

This unique set of opportunities makes MADE IN FRANCE PREMIÈRE VISION THE show for know-how from French fashion-industry manufacturers.

Transmission: the heart of this new edition.

Given its commitment to the French industry, MADE IN FRANCE PREMIÈRE VISION has made it its mission to address the critical issue of transmission in the sector, through a range of first-hand accounts, round tables, on-site workshops, exhibits from promising young talents and more.



*« Our most important selection criterion is producing a minimum of 70% on French territory, with an actual production unit in France (not just a single head office). In addition, the manufacturing must be in line with the know-how that we present at the show. Our goal is to promote French quality throughout France and around the world, and to demonstrate that «Made in France», already recognized for its age-old know-how, is also synonymous with modernity, technical innovation and dynamism »*  
said Agnès Etame-Yescot, Show Director of MADE IN FRANCE PREMIÈRE VISION.

Find all the show's exhibitors below or on  
[madeinfrancepremierevision.com](http://madeinfrancepremierevision.com)

# A QUESTION OF TRANSMISSION



Transmission is a guiding thread throughout the show: the transfer of experience or companies, hand-over transitions within the textile-apparel sector, the learning of a new trade, career changes...

The 2018 edition of **MADE IN FRANCE PREMIÈRE VISION** explores various facets of transmission, featuring:

- The work of ateliers specialised in garment manufacturing, weaving and shoemaking: Trans-faire, L'Atelier du Haut-Anjou and the «Matières Souples» division of the Compagnons du Devoir and the Tour de France..
- Made in France Meetings, created in partnership with the l'IFM (Institut Français de la Mode) to understand the challenges French industries face in training and transmitting know-how, and reveal the sector's advantages: its dynamism, its capacity for innovation, and the advantages of local manufacturing. .

**SEE THE FOLLOWING DETAILED PROGRAM.**

## MADE IN FRANCE IN FIGURES

Textile manufacturing in France (weavers):

• 5, 716 employees

• € 7.2 billion turnover

The apparel industry in France:

• 39, 826 jobs

• Nearly € 8 billion turnover

**French clothing exports accounted for 9.5 billion euros in 2017 vs 7.5 billion euros in 2007, a 27% growth in 10 years.**

*Source INSEE (2015) and IFM*

# TRANSMISSION: A KEY ISSUE FOR FRENCH MANUFACTURING

In the creative fashion market, which is constantly buffeted by the emergence of new trends and new suppliers, companies producing in France have had to adapt and innovate to remain competitive.

The luxury industry was the first sector to bet on products manufactured in France, in a response to new behaviours from consumers seeking higher-quality products and interested in the origins of their purchases. Now more and more brands are choosing «Made in France». This positioning often results in the creation of capsule collections that are 100% «Made in France, the relocation of all or part of production, etc.

**Moving upmarket, developing new expertise: French manufacturers have had to make bold choices** to meet these new needs and growing demand. This has been a very strategic approach, as exports with the French Touch continue to rise (+ 4% turnover since 2010).

However, this particular activity sector is currently facing a real recruitment problem. While the business is there, some know-hows may disappear for a lack of necessary experts.

**A survey published by INSEE in June 2017 shows that 45% of entrepreneurs who report having problems recruiting available skilled workers say they limit their production due to a lack of employees.**

Mindful of the impact this could have on the future existence of certain activities, MADE IN FRANCE PREMIÈRE VISION is putting a central focus on transmission at its 16<sup>th</sup> edition. This issue is all the more strategic as the verified interest in «Made in France» continues to be confirmed.

## BUSINESSES RESPOND TO THE TALENT SHORTAGE

In answer to the recruitment problem, companies are looking for new solutions to meet their needs. One example of success: KIPLAY.

Founded in 1925, the company, a loyal show exhibitor, specializes in the manufacturing of workwear. To assist the recruitment of qualified employees, the company, together with the «Normandy Clothing», business group, has created a training program in partnership with the local board of education to help students develop technical skills by working at companies located in Normandy.

A first in France! This educational program (BTS) will begin next September at the Lycée Mermoz in Vire (Department 14).

# THE PROGRAM OF CONFERENCES AND WORKSHOPS

MADE IN FRANCE MEETINGS #02 IN PARTNERSHIP WITH THE IFM

Sharing passion and commitment; discussing strategies and practices; inspiring a desire to create, innovate and draw up a framework of all the possibilities offered today by French manufacturing ... Since 2017, the IFM - Institut Français de la Mode - and MADE IN FRANCE PREMIÈRE VISION have organized a series of conferences around the industry's strategic issues at the show: The Made in France Meetings.

As a special feature of this edition, and to further the guiding theme of this edition, Transmission, a student IFM group helped develop conferences and round tables in a dedicated workshop. A 360° experience designed to focus in on the industries major questions and hone their training.

**Carreau du Temple / Auditorium • Access upon presentation of show badge**

## WEDNESDAY 28 MARCH

### 11 am to 1:30 pm **(RE)SOURCING IN FRANCE**

The fashion industry has a major impact on our planet. Whether the issue is materials and their processing, water pollution, transportation or waste due to the overconsumption of clothing, the sector contributes significantly to worsening environmental conditions. Among the solutions to this problem is to encourage a redirection of sourcing to France, and a more frequent use of fibres such as flax, hemp, mohair, etc. It's time to ask if textile recuperation and recycling can offer the industry a value-added opportunity

**Moderated by Nathalie Ruelle, Full professor, IFM.**

*11am - Introduction by Charlotte Daudre Vignier and Margaux Poser, IFM Management students.*

### 2:30 - 4:30 pm **FROM ACQUISITION TO BUSINESS**

How to be an entrepreneur in France in 2018? What are the means available to starting up a business? This discussion is for those who want to know more about the financing and support available to develop their projects. It's an opportunity to meet and discuss with entrepreneurs already involved in founding or acquiring industrial businesses, who take this moment to look back on their journeys and share their feedback.

**Moderated by Franck Delpal, Full professor, IFM.**

*2:30 pm - Introduction by Mathilde Ligot, Lisa Mestre and Rebecca Soria, IFM Management students.*

## THURSDAY 29 MARCH

### 11am - 1:30 pm **TERROIR 4.0: DIGITAL IN THE FIELD**

A digital approach is demanded at all levels of the value chain. If approached willingly, it can strengthen and consolidate Made in France know-hows, even though bringing together that specific French notion of «terroir» and digital is not always a smooth ride. An overview of a new textile handcraft experiencing a revival thanks to new technologies.

**Moderated by Lucas Delattre, Full professor IFM.**

*11 am - Introduction by Noé Boulet and Côme Tupin, IFM Management students.*

### 2:30 - 4:30 pm **FRENCH MANUFACTURING: THE VIEW FROM ABROAD**

Made in France helps to foster the ideas of product quality, a respect for working conditions and a consideration of ecological issues. This round table addresses the international image of the label. What are the strategic levers used to promote Made in France abroad? How can its image be developed? What are the leading foreign markets for Made in France, and what might be new potential markets?

**Moderated by Danièle Clutier, Director of studies, IFM.**

*2:30 pm - Introduction by Liuqing Yang and Marion Herbaut, IFM Management students.*

EXCLUSIVE CONFERENCE

# MADE IN FRANCE PREMIÈRE VISION X GFF

## Wednesday 28 March at 6:30 pm

KNOW-HOW, TRANSMISSION AND TRAINING:  
RE-CREATING EXCITEMENT IN THE FASHION INDUSTRY?

MADE IN FRANCE PREMIÈRE VISION in association with the Groupement de la Fabrication Française (GFF), will present a conference dedicated to Transmission:

**From stimulating new interest in this vocation, to restoring the industry's strong appeal and furthering the transfer of knowledge, a new dynamic is being put in place for fashion industry trades.**

The French fashion industry enjoys a strong heritage and highly acclaimed expertise. French fashion fascinates and shines on the international scene. But working in fashion and luxury is not only about becoming a designer or artistic director ... Its activities are much more varied and offer real opportunities. The industrial fashion industry recruits, but it has difficulty finding candidates. The loss of strategic know-hows can put companies in jeopardy. The younger Y and Z generations have new expectations and values, and a different relationship with the working world.

*How do you attract young people to the industry's trades and careers, to perpetuate expertise and know-how?*

*How do you make working in the fashion industry exciting again, so younger generations embrace the choice of manual or technical work?*

*How do you stir a desire to work in the different aspects of the fashion industry?*

*How do you integrate the expectations and concerns of millennials, so as to reinvent a constructive and win-win ecosystem?*

Through first-person accounts, shared experiences and novel examples, the MADE IN FRANCE PREMIÈRE VISION trade show invites you to identify ways to give strong new appeal to fashion industry trades.

**Moderato:** Dominique Jacomet, Director General, IFM.

**Confirmed Speakers:** **Delphine de Canecaude**, Co-founder of Twenty Magazine.  
Twenty Magazine is the leading community media made by and for 16/25 year olds

**Jean-Luc François**, Director General and Founder of the Association Jean-Luc François / Vice-President of the Groupement de la Fabrication Française  
The Association Jean-Luc François was founded in 2010 in Seine-Saint-Denis with a desire to take action to make fashion professions accessible to all, through awareness-raising and the implementation of professional training

**Olivier Toussaint**, Co-Founder of the Club des CHO / Co-founder of loptimisme.com  
The «Club des Cho» is a think tank of more than 150 companies created to re-invent the work world by those seeking to have a positive impact on their own organizations (HR, Chief Happiness Officers, managers etc. ...).

Continue the discussion over a cocktail after the conference.

**Carreau du Temple / Auditorium • Access upon presentation of show badge**

## LASTING FUTURE: THREE WORKSHOPS EXPLORE THE ISSUE OF TRANSMISSION

Fashion is about speed and change, the constant renewal of trends, the accelerating pace of the seasons ... Yet Made in France know-how is building a future by capitalizing on values created over time: loyalty, patience and durability.

During the 2 days of the show, Made in France Première Vision presents **3 complementary educational workshops** to get an individual understanding of French know-how:



- **Trans-faire**, an in-company training program set up in 2015 by Opçalia Textiles-Mode-Cuirs, which coordinates recruitment, employment programs and work-linked training programs, to provide garment manufacturing companies from France's Grand Ouest effective solutions to maintain and transmit know-how.



- **L'Atelier du Haut-Anjou**, a vocational training centre specializing in weaving and textile creation, a collective space for creative-minded meetings, technical experimentation and shared experiences focused on the design of contemporary textiles for fashion and interior design.



- **The pôle matériaux souples des Compagnons du Devoir et du Tour de France**, which offers vocational training in shoemaking and leather goods, posits a trade as a true philosophy of life, and centres its learning around three concepts: the transmission of know-how, community life and travel.

# DISCOVER THE IFM ITINERARY

Each year, the postgraduate creation program at the French Institute of Fashion integrates thirty designers who come to France to situate their creative world in an industrial context.

Without losing any of their own strong creative signatures, their projects take in concrete economic and technical realities.

For more than fifteen years, the MADE IN FRANCE PREMIÈRE VISION show has been supporting the Institute's educational approach by making it easier for these young designers to connect with the best in French know-how.

For the 2018 edition of MADE IN FRANCE PREMIÈRE VISION, the IFM presents a selection of clothing from these projects, made with the help of high-end fashion manufacturers present at the show.

## DESIGNERS:

ALEXANDRA ALGUIRE (Canada)

DIANA DORADO (France / Colombie)

ELLIE-GRACE FROST (Royaume-Uni)

MARK GERARDO (États-Unis)

ALIX HIGGINS (Australie)

MINJUNG JUNG (Corée du Sud)

MARINA KOLAROVA (France / Bulgarie)

ALLISON LIANZA (Suisse)

MAX THOMAS SANDERSON (Australie).

## WITH THE SUPPORT OF THE FOLLOWING INDUSTRIALISTS:

ATELIER CUIR ET MODE

ATELIER MANOUKIAN

BOCAGE AVENIR COUTURE

CHIC & STYLE

ETABLISSEMENT THIERRY

F.I.M

GLM FASHION

L'AIGUILLON COUTURE

L'ATE-LIER D'ARIANE - LA FERRIÈRE COUTURE

LES ATELIERS GRANDIS

LAINIÈRE DE PICARDIE / NERTEX

SBC SOCIÉTÉ BOISIÉRIENNE DE CONFECTION

SEFA COUTURE

SOCOVET SISTEM

TEXTILE DU MAINE





# THE MADE IN FRANCE PREMIÈRE VISION EXHIBITORS IN 2018

## \* NEW EXHIBITORS

### ACCESSORIES

CHAPELLERIE DANDURAND & FILS\* / CRAMBES / HUMEAU\* / LA MANUFACTURE FABRICATION FRANCAISE DEPUIS 1927\* / LAULHERE LE BERET FRANCAIS DEPUIS 1840\* / LE SAC DU BERGER - ATELIER / MAROQUINERIE PHILIPPE SERRES / MODELE UNIQUE / NEYRET / PIERRE VAUX / SCIME\* / SOULIERS OPERA DE PARIS- DANSE AZUR\* / VALERIE VALENTINE\*

### COMPONENTS

AJ BIAIS / LAINIERE DE PICARDIE DÉPARTEMENT NERTEX / SATAB FASHION / SOCIETE CHOLETAISE DE FABRICATION (SCF)

### MANUFACTURING & KNITTING

7FASHION / AFC - ATELIER FRANCE CONFECTION / ATELIER BISON - PARIS / ATELIER CUIR ET MODE (ACM) / ATELIER MANOUKIAN / AUVINET / BAIZET / BLEU OCEANE / BOCAGE AVENIR COUTURE SCOP / BONNETERIE CHANTECLAIR\* / BROUSSAUD TEXTILES / C2S CONFECTION DES DEUX SEVRES / CBN\* / CHIC & STYLE / CHIZÉ CONFECTION / CONFECTION DE SULLY / COUTURE VENISE VERTE / DOMCIA PRODUCTION / DPL- HERVIER / EMO / ETABLISSEMENTS THIERRY\* / F.I.M. / F.L.S. / FRANCE CONFECTION\* / GETEX / JC CONFECTION / KIPLAY / LA FABRIQUE DE LA GOUTTE D'OR / LA FERRIERE COUTURE / LA MAILLE AU PERSONNEL / LAIGUILLON COUTURE / L'ATELIER D'ARIANE / L'ATELIER MCD / LEGE HAUTE-FAÇON / LEMAHIEU / LEPERE OURSPORT / LES ATELIERS GRANDIS / LG COUTURE / MACOSA / MAISON MARIE PIRSCH\* / MANUFACTURE PYRENEENNE / MARQUE & MOD / MONNEAU CONFECTION / P.R.3 / REAL STAMM / REGAIN / S.B.C. / SCT DÉVELOPPEMENT / SERVISTYL PRODUCTION / SIMON FONLUPT\* / SNTM-TRICOTAGE DE MARMOUTIER / SOCOVET SISTEM / TEXTILE DU MAINE - TXM

### FINISHING

BAUDCHON / BRODERIES LANGLET\* / CÉCILE HENRI ATELIER - LUNAS FRANCE / CORTEX\* / DECOSTER CAULLIEZ\* / GRIFF'DÉCOR / PACT EUROPACT / PLISSÉS DE FRANCE / PLO ENNOBLISSEUR

### PRIMARY MATERIALS

BUGIS / FONTY - FILATURE DU ROUGNAT\* / LA CANTATE DU CHANVRE\* / LE FIL AMALRIC / MAXEL FILS A COUDRE\* / TANNERIES PECHDO

### PROFESSIONAL ORGANISATIONS - TRAINING

ACADÉMIE INTERNATIONALE DE COUPE DE PARIS - AICP - MT2 / APHO - MODE GRAND OUEST / ATELIER JEAN-LUC FRANÇOIS\* / LABEL ENTREPRISE DU PATRIMOINE VIVANT / MAISON DU SAVOIR-FAIRE ET DE LA CREATION / MODE GRAND OUEST - ESPACE RÉGIONAL OUEST / ORIGINE FRANCE GARANTIE / PLATEFORME EMODE\* / PROMOTEX / UIT-NORD / URIC-UNIMAILLE

### SERVICES

AS INTERNATIONAL / CASSY CONCEPT DESIGN / CCK AVOCATS - ESPACE COPYRIGHT / COURT METRAGE BUREAU D'ETUDES / EUVEKA / LE LAB 4 BY TÔ & GUY\* / LECARPENTIER / LECTRA / R3LAB\* / STORIA INTIMA LINGERIE CORSETERIE ET BALNEAIRE

Several of the companies present at the show bear the **Entreprise du Patrimoine Vivant (EPV)** label. This designation promotes French artisanal and industrial enterprises having rare or traditional know-hows.

Some have the **Origine France Garantie** appellation, which showcases ethical companies producing in France where 50 to 100% of the unit cost of production is French.

Others are labelled **France Terre Textile®**, meaning at least 75% of the manufacturing operations of their articles are done in France, and with a respect for the environment.

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