

Paris, February 2017

**Press
Final report**

**APPAREL SOURCING and SHAWLS & SCARVES – THE ACCESSORIES
SHOWCASE PARIS
6 - 9 February 2017 Paris Le Bourget**

Messe Frankfurt's February 2017 trade shows in Paris demonstrated calm optimism with a total of 13,559 visitors, meaning an increase of +6.9% compared with the February 2016 show.

The effects of the uncertainty experienced in February 2016, as a result of the challenging security issues, have returned to normal. A situation that puts the fashion industries back in an ideal position to move on. Europeans and Americans provided an average increase of 6% at this February 2017 show.

The French are keener than ever to attend the show and numbers have grown for the 3rd show in succession, amounting to +12% this time. Italian visitors are up by 9%, and those from Spain are also on the increase, up by 3%. Extremely stable figures for the United Kingdom, which still remains the second-most represented country. Something of a surprise: the conspicuous presence of numerous trade visitors from Greece, an increase of 13%, is evidence of a return to form for this well-known player in the sector.

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Americans have found their way back to the Paris trade shows organised by Messe Frankfurt; compared with the results in February 2016, there is a 9% increase in attendance. Nor is the South American continent lagging behind and has shown a strong interest in the trade shows' fashion business platform with increased attendance from Brazil and Argentina (+36%) and from Mexico (+5%).

Contractors from Asia were not lacking at this February's meeting either, up by 9%. Growing interest from African trade visitors: +17%. The new Texworld and Apparel Sourcing shows in Addis Ababa are no doubt not without relevance in this appetite for the business platform for all fashion-related industries.

Top five visitor countries:

1 - France, 2 - United Kingdom, 3 – Spain, 4 - Turkey, 5 - Italy

APPAREL SOURCING PARIS

"A truly successful show, both for visitors and for exhibitors, who regard it as a positive result not experienced for quite a long time. It was obvious that the show got off to an excellent start when the doors opened on the very first day. The market was clearly very confident, less hesitant and more assured in terms of its activities. With regard to APPAREL SOURCING, it must also be said that the visitors to this show had full authority to make decisions. Qualifications that did not escape the notice of exhibitors. The latter have also praised the great diversity of fashion brands that were represented: major global players through to young companies having acquired a certain reputation and including well-established ready-to-wear names. This diversity is reflected in buyers' countries of origin; Russians, British, French and above all North and South Americans were frequently to be seen at the stands" reports Michael Scherpe, President of Messe Frankfurt France.

The no.1 European trade show for sourcing clothing and accessories welcomed the decision-makers, movers and shakers from all clothing and accessories sectors to Paris Le Bourget, between 6 and 9 February 2017. The wide range of fields of activity was remarked on by the 272 exhibitors. While of course women's and men's ready-to-wear – formal, casual and creative – still concerns the bulk of visitors, major European sportswear labels were especially busy at stands during this show devoted to spring-summer 2018. For instance, the Ethiopian pavilion – a first! – that grouped five family businesses (ten years in business for some) held a special interest for this casual/sportswear sector. The Ethiopian Morges Mekoya from GMM Garment PLC confirms the standard and diversity of visitors *"We are here for the first time; it is a very good idea to mix small companies like mine with more major clothing manufacturers. We were expecting a reasonable amount of success but we welcomed more mid-sized French or Russian firms, whose buyers proved to be of a high-calibre and very discerning"*.

An opinion shared by Mr Vibha Arora from Internet Exports India *"All is going well. People don't enter the stand unless they are really interested in our products or because they know what they want. They are proving to be good buyers. 30% of them are working on behalf of large well-known groups"*.

A surprise lay in store for the Guatemalan exhibitors who have been able to meet new customers from the Americas, even if the United States is their preferred market that they know very well.

Visitors have also been curious, based on their business strategy. The Uzbek Ibragimov Rustam Ismailovich from Imir, a manufacturer of men's suits, confirms this: *"We have made plenty of contacts among proactive visitors who have shown a keen interest and asked numerous questions about the Uzbek clothing industry"*. Curiosity that was also manifest at the Sri Lankan Screenline Imaging and in the Shawls and Scarves – The Accessories Showcase as a whole. The latter remains just as attractive for companies on the lookout for accessories collections under private labels.

The presentations of manufacturing skills and expertise, the need to discover new products and networking have carried through in numerous orders. Something that has been reported by many companies with the ratio of visitors to orders sometimes verging on 70%.

Denim also attracted greater attention, but with a particular feature: the conspicuous presence of retail chains or retailers. This was the case, for instance, for the Canadian jeans manufacturer Dizzaro, who found new distribution points for their own brand "Maker of True Originals".

Morocco also played a definite role by taking part in special presentations on denim and in the fashion shows Denimotion and Morocco on Stage, a showcase open to all the clothing production skills from Morocco. Its extremely diverse offer, from uniforms to knitwear, via denim of course, and lingerie, was able to attract the attention of visitors, to include Erum Maroc, a specialist in clothes hangers, fairly bemused by their success.

The enthusiasm for Moroccan procurement shown by prime contractors was confirmed by the presentations organised on the subject of the latest trends in sourcing. Bangladesh and Pakistan, whose ranges are perennials at the show, Myanmar, Vietnam and Cambodia are alternatives that are currently strongly appreciated.

To sum up this 2017 February show, let's listen to Charmoon Apparel from the Shaoxing region of China: ***"A trade show that gets straight to the point."***

To download the images, videos of catwalk shows and presentations, go to the “For Journalists” section of

<http://www.apparelsourcing.messefrankfurt.com>

**Next dates for APPAREL SOURCING PARIS =
18-21 September 2017 – Le Bourget**

All details about textile trade shows organised by Messe Frankfurt throughout the world can be found at www.texperitise-network.com

Messe Frankfurt is one of the world's leading trade fair organisers, generating over €640* million in sales and employing 2,364* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international sales partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

*Preliminary figures for 2016

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