

the HatMagazine



#99

NOV 2023

Trends S/S 2024

Millinery wire

Workroom: Tulle feathers

S/S 24/25

Booth 6T1
Hall 6

Première Vision

paris | a/w 24/25

NEXT EVENT
6-8 February 2024
Parc des Expositions
Paris Nord Villepinte

The new season opens in Paris with Première Vision. Twice yearly, the world's designers and manufacturers come together here with a profusion of ideas and a new creative dialogue to celebrate the start of a new collection.

by **Elly Stemerding**

Deadstock fabrics

The July 2023 edition of Première Vision Paris welcomed 25,117 visitors, 70% of them from abroad. This edition confirmed the gradual but discernible return of visitors from Asia, in particular from China.

Visiting Première Vision with its 1,315 exhibitors spread out over four halls can be quite overwhelming. Therefore, guided tours in seven different languages were offered to visitors who were looking for some extra directions at the trends forums. For further guidance, the 'a better way' initiative – a sustainable programme for more transparent sourcing – was launched this season as a way to give buyers and brands better information and concrete solutions with regards to sustainable sourcing and production. Sustainable initiatives were highlighted through

simple, clear pictograms displayed directly on the stands of 290 participating exhibitors. Continuing their focus on sustainability, Première Vision outlined three trends for Autumn/Winter 24/25: solar vision, symbolically capitalizing on a renewable energy source; augmented elegance, producing higher-quality fabrics for garments that last and thus reduce consumption; and natural inspiration and the digital medium, drawing inspiration from nature for a modern, present-day aesthetic. In the Smart Creation area (a space dedicated to sustainable innovation) a spotlight was put on a new approach to sourcing fabrics. Here, fabric collections were offered by three players specialising in the resale of deadstocks. At this market, visitors could place orders for directly available fabrics with quantities ranging from 2 to approximately 60 metres.



Nona Source



Cotonea

Cotton wadding

Also highlighted in the Smart Creation area were companies that source raw materials from textile waste or use waste from the agri-food industry in order to move away from intensive cultivation models that weaken soils and reduce biodiversity.



One of the exhibitors here was **Cotonea**, who produce a wide range of organic cotton fabrics, from satin to non-woven material such as wadding. The organic cotton is harvested and ginned in Uganda and Kyrgyzstan, and travels by ship or train to spinning mills in Germany and Turkey.

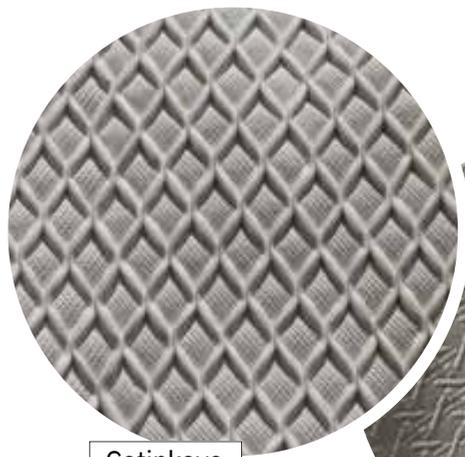


Imbotex

Silk and wool-based padding

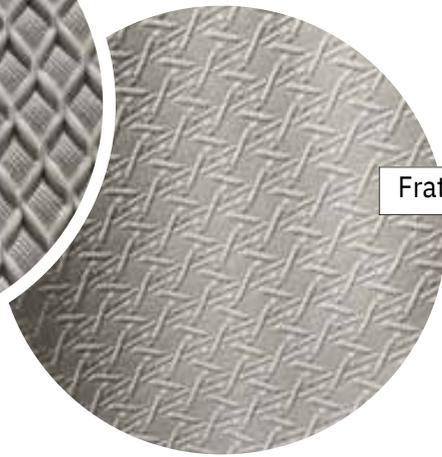
Imbotex presented upcycled and recyclable paddings. Their silk padding is made from recycled silk, blended with PLA (polylactic acid), a biodegradable, bio-based plastic made from sugarcane. The production process starts with turning leftover silk fabric into fibres. This is done completely mechanically, and no water or chemicals are involved. For the wool-based padding, waste wool from sheep in Bavaria in Germany is used.

Winter whites



Cetinkaya

Metal-free lambskin with wadding and stretch fabric backing



Fratelli Reali

Viscose straw jacquard

Enamelled brooch with antique brass finish decorated with zirkonia stones



Azga

Plant barks



Wooden button

Red Button

Polyester jacquard mesh fabric



Erica Industria Tessile



Metallic embossed pattern

Tessilidea

Printed wool felt

Fratelli Reali



Printed polyester organza

Lami Textile



Contacts

Trends forecast

Albert Guegain | www.guegain.fr
 Azga | www.rj14designcompany.com
 Bella Tela | www.bellatela.co.uk
 Bielleci | www.bielleci.it
 Cetinkaya | www.cetinkayaderi.com
 Cotonea | www.cotonea.de
 Eco-Fur Fabric | www.ecofurfabric.com
 Erica Industria Tessile | www.ericait.com
 Fratelli Reali | www.fratellireali.it
 Gratacós | www.gratacos.com
 Imbotex | www.imbotex.it
 Italian Converter | www.italianconverter.it
 Shiro Textile | www.shirotextile.com
 Lami Textile | www.lamitextile.com
 LingGan Textiles | www.lgtexiles.com
 Linton Tweeds | www.lintontweeds.co.uk
 Manuela | www.manuelaexport.com
 Montorfano | www.montorfano.com
 Nona Source | www.nona-source.com
 QBDFashion Barcelona | www.qbdfashion.com
 Red Button | www.redbutton.com.tr
 Reisoglu | www.reisoglu.net
 Serena Cecchini Design | www.serenacecchinidesign.com
 STIB 19 | www.stib19.com
 Tessilidea | www.tessilidea.it

Jewelled tweeds

Mixed fibres with polyester lurex yarn

Linton Tweeds



Serena Cecchini Design

Gold lacquered leather leaves



Gratacós

Tweed fabric embellished with sequins