



# intersélection

13.14.15  
April  
2010

Paris Porte de Versailles - Hall 3  
[www.interselection.net](http://www.interselection.net)

## Report April 2010

### A quality, reactive fashion offer opened the trade fair up to an increase in international visitors



The higher quality of fair visitors, including more decision-makers, led to the overall satisfaction of Interselection exhibitors. They profited from the fashion advantages they proposed as well as the positioning of this Europe trade fair with its unique offer and timing. Interselection, with its new exhibitors plus some returning after an absence of a few seasons, met the challenge in a fair that has become an industry essential. Thanks to its reactivity, Interselection adapts to market uncertainties and satisfies buyer expectations for short-term or update-fashion deliveries. By offering increasingly creative colors, novelties and accessories, it answers the need for both small update series orders or ultra-competitive prices for long-term orders.



All the big names in organized retail were present, with an upgrade in price range for international retail stores. The arrival of internet companies offered exhibitors new clients and opportunities in a sector whose success no longer needs to be proved. New windows for development also interested the 310 retailers who discovered the made-to-order circuit in the fair's Transition area. With these visitors as well, requests for trendy, « ultra-fresh » products for short term deliveries confirmed and justified the fair's interest for these demanding buyers.



French visitor attendance was the same as last season in terms of the number of brands attending, though the actual buyer number dropped by 11%. An increase in foreign visitors (+7%) compensated for this drop and also provided exhibitors with new clients attracted by the fair's fashion offer because of its Paris location, as opposed to the usual visitors seeking basic products at low prices. The Spanish (+39%), Dutch (+30%), Polish (+20%), Portuguese (+20%) and Belgian (+5%) visitors proved that the fair's international communication efforts have begun to bear fruit and draw a new potential of quality clients for exhibitors.

The Fashion offer in the forum and at the conferences has become an obligatory passage which visitors appreciate. The Forum's concentrated « shopping » continues to be a key information tool to define the fair's offer, analyze major Winter 2010 trends, select trend directions for 2011 and provoke immediate sales on the stands.



The conferences helped decipher new consumer and retail trends as well as new opportunities, seen with the success of the conference on e-commerce. The ethical fashion designer platform, one of the new services offered, had a success which went beyond just being a formal presentation. Direct contacts between involved, committed designers and buyers showed that the dialogue between creation and retail has a vital future. What's at stake : being able to meet the expectations of consumers, concerned by traceability, who want creative fashion products.

Those present included :

KIABI/MORGAN/3SUISSES/ANDRE/ARMANDTHIERRY/AUCHAN/BURTON/CAMAIEU/LECLERC/DEVIANNE/CARREFOUR/BATA/CASINO/BEAUMANOIR/J RIU/KIABI/LA HALLE/ LA CITY/ SINEQUANONE/LA REDOUTE/ LE TANNEUR/LIUJO/MORGAN/PHILDAR/PROMOD/SCOTTAGE/XANAKA/BAZARD CHIC/C DISCOUNT/ERAM/GEMO/FRANCE ARNO/GEORGES RECH/BCBG/COMPTOIR DES COTONNIERS/CHATTAWAK/CHRISTINE LAURE/EL INTERNATIONAL/YAYA/NOA NOA/EL CORTE INGLES/ PRINTEMPS/ GALERIES LAFAYETTE/.....



## Next meeting

wednesday **3.** thursday **4.** friday **5 Nov. 10**

Paris Porte de Versailles - Hall 7.1

[www.interselection.net](http://www.interselection.net)



**Photos available on [www.interselection.net](http://www.interselection.net)**

**login : is**

**mot de passe : april2010**

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