

# inter sélection

20-21-22 Oct. 09

Paris Porte de Versailles



## OCTOBER 2009 REPORT

In "Parisian-style" colours, Interselection created a yearning for Fashion in visitors of a more international flavour, who voted overwhelmingly in favour of style and quality in order to revitalise consumer spending.

It is in fact the surprise of this latest session, pressure on prices no longer appears to be a panacea for the crisis. Around a forum of trends, the showcase of the trade fair, buyers relied on their impulses and fashion intuition. They favoured soft colours and small printed numbers, the freshness of flowery or neo-vintage dresses and a renewed but reassuring classicism for outdoor wear, leather and accessories. This fashion forum has been an excellent business booster for the exhibitors. It has been reinvented in order to reply to the change in consumer tastes, which are increasingly informed, and sensitive to the visual merchandising of the products. New and positive encounters have been generated by the fair's support of buyers, via the creation of «MEET FASHION».

The international buyers, more numerous this session and in search of Fashion, have enabled the most beautifully worked but correctly priced collections to find new, more discerning clients. The French retailers were all present but in smaller teams, which has caused an overall downturn in attendance of 15%.

The fair's visitors were of a more diversified nature with, in particular, buyers for online Fashion and accessory sites (e-commerce), increasingly present at the fair. These new buyers, very reactive, are looking for partners sensitive to the latest trends in order to revitalise consumer spending. This is also true for mid-range chains or large-scale distribution retailers, in search of products both fairly priced and original. The fair has also attracted retailers managing several shops.

The designer collections, presented for the first time at the fair, were able to make positive contacts in this favourable climate. The manufacturers and designers of these collections have thus demonstrated their reciprocal adaptability in achieving strong concepts, using the best ethical or ecological values but at prices accessible for large-scale distribution.

Finally, the countries represented in the zone of the Agadir, Egypt and Jordan agreements won over visitors with their quality of presentation and their professionalism, offering new possibilities for local sourcing and also a basic offer for the hypermarkets and supermarkets. The exhibitors from Tunisia and Morocco have approached new buying centres and markets, especially for lingerie and jeans collections offering creative finishing and designs.

The conferences have become a prerequisite for reflection and for professional encounters for all participants in the fair. They played to packed audiences, especially the Peclers conference on trends, proposing creative avenues for the 2010/11 seasons.

**Next meeting**  
**13.14.15 APRIL 2010**  
**[www.interselection.net](http://www.interselection.net)**

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