



playtime
PARIS

26TH EDITION!

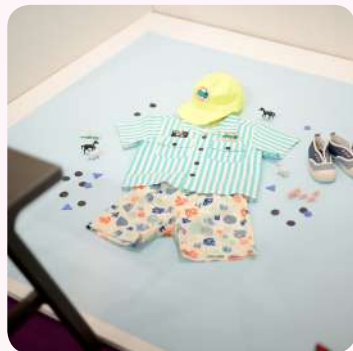


report...

JUNE 29 - JULY 1ST, 2019 / PARC FLORAL DE PARIS



500
brands



5116
visitors



A REFRESHING EDITION AND A LOYALTY RATE IN STEADY GROWTH!

Blue skies and a sun at its zenith set the stage for a new edition of Playtime Paris rich in news! From June 29th to July 1st 2019, the top of Fashion and Lifestyle designers and buyers gathered at the Parc Floral de Paris for the presentation of the Spring-Summer 2020 collections.

First of all, you might want to know we decided to **limit the selection to 500 brands this season** (65% children's fashion, 32% lifestyle, 3% maternity). A bold choice in order to improve brand visibility and avoid diluting business relationships in a sector that remains under pressure. Among these brands, **109 were taking part in the show for the first time**, joining the Playtime family. There was novelty to be found too in the layout, with the **inauguration of the lifestyle showrooms** which naturally extended the hall's design offer; in the; **creation of the maternity pavilion** for a more intimate hosting of buyers; and in the **appearance of Playgrounds**, conceived as crossroads propitious for encounters, where visitors were invited to participate, learn and relax! **The new Crea.tif space** hosted as always a sharp selection of 12 textile designers who presented their drawings and prints, supported by a redesigned and more visual and graphical exhibition module.

It was therefore a more efficiently spaced out and more vibrant show which the **5,116 professional visitors** who made the trip were able to discover. A **6% decrease compared to last summer season of 2018**, tempered however by two encouraging statistics: an **increase in the loyalty rate of buyers**, 61% of whom have now been returning to the show, and **the noteworthy dynamism of Asian visitor figures** (South Korea and Japan overtook the United States for the first time, while China continued its progression... a good omen before the inauguration of Playtime Shanghai on July 23rd and 24th!)

« While the show was fully air-conditioned, the heat wave temperatures may have held back some buyers », analysed Chantal Danguillaume, Commercial Director of the show. « Retailers have had a very difficult season, especially in France with the 'Yellow Vest' movement, while simultaneously B2B orders continue to evolve by increasingly combining digital with physical. », she said. « In a time of profound soul-searching for all professionals in the sector, trade shows are no exception. At Playtime we continue to ask ourselves how best to help designers meet an ever-widening audience of informed consumers. », explains Sébastien de Hutten, director of Playtime.



As a result, Playtime Online appears more indispensable than ever within a global buying ethos that has become more rational and reactive. The online marketplace dedicated to the worlds of children's fashion and maternity celebrated its first birthday, bolstered by its beautiful selection of 130 brands and 3,000 buyers.

And lastly, this edition will also remain a great source of inspiration thanks to the **events** it hosted:

- **Milk Magazine** and **kid's wear Magazine's** photo exhibitions, as well as the live paintings of Chris Gambrell for **Pirouette** Screen Capture;
- **Conferences and round tables** with exciting and passionate speakers
- Participatory workshops animated by **Manufacture Paris**, **La Cabane à Rêves**, **Koko Cardboards**, and print designer **Camille Paniel**;
- And in the **trends spaces**, which gathered a fashion and lifestyle selection devised by creative agency **INSTINCT**, one could discover **Tohu-Bohu's** giant herbarium, which dressed the «Pathfinders» forum, **Elsa Dray-Farges's** extraordinary shadow masks for the «Fantasia» trend, and **Molistudio's** hyper tennis, which give form to the «Press Start» trend.

List of Milk Awards winners: **Monkind** won the Fashion Milk Award, **Moumout'** was awarded the Best in France Milk Award, **Banabae** received the Crush Milk Award, and **Faire Child** the new Green Award.

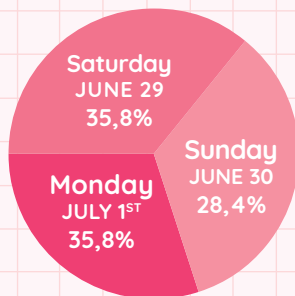
details:

Total number of visitors

5116

France : 45,4%
International : 54,6%

Distribution of visitors per day



Top 5 Europe

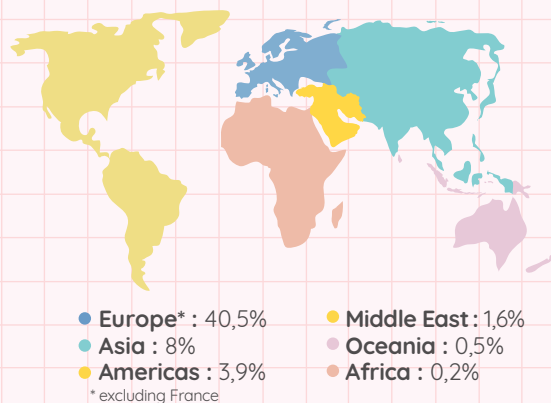
1. Belgium 11,1%
2. Netherlands 4,7%
3. United Kingdom 4,6%
4. Germany 3,8%
5. Spain 3,6%

Top 5 outside Europe

1. South Korea 2,6%
2. Japan 2,6%
3. China 2,4%
4. United States 2%
5. Russia 1%

All countries in descending order

France, Belgium, Netherlands, United Kingdom, Germany, Spain, Switzerland, South Korea, Japan, United States, China, Italy, Portugal, Sweden, Russia, Austria, Denmark, Luxembourg, Poland, Ukraine, Canada, Brazil, Norway, Guadeloupe, India, Ireland, Lebanon, Turkey, Saudi Arabia, United Arab Emirates, Greece, Israel, Kuwait, Latvia, Peru, Lithuania, Morocco, Senegal, Singapore, South Africa, Australia, Croatia, Estonia, Iceland, Macau, Martinique, Mexico, Qatar, Romania, Serbia and Montenegro, Chile, Cyprus, Ecuador, Hong Kong, Aland Islands, Kazakhstan, Liechtenstein, Nigeria, Pakistan, the Czech Republic, Réunion, Thailand



Main buyers

Alex and Alexa, Ama etc., Baby Kochs, Babybubble, Bao's kids, BHV, Birds'n'Bees, Bling sunday's best, Bonton, Boon Jr., Childrensalon, Cousins & Cousines, Deuxbebe, El Corte Ingles, Elegant child, Fenwick, Fleux, Frog and the Crown, Galeries Lafayette, Goldfish Kids Web Store, Kalle Children's Clothing & Shoes, KaDeWe, Kangaroo, Kids 21, Kodomo Beans, Isetan, La Di Da, La Redoute, Las Perlitas, Le Petit Souk, Lepishu / Lepi Tree, Le Temps des Cerises, Les Casse-Pieds, Les enfants d'abord, Les Petites Graines, Little Department Store, Little ground, Little hipstar, Mama Owl, Maralex Kids, Mase concept store, Mon Petit Child, Printemps, Orange Mayonnaise, Palazzo Kids, Panda and Cub, Rolling Kids, Smallable, Suus & Suus, The Hambleton, The Tot, Tinyapple, White Rabbit

Medias

Air France Madame, Childhood Business, Collezioni, Doolittle, ELLE, Eltern family, Hello blogzine, kid's wear Magazine, KiDS, L'Obs, Leather Fashion Design, Little, Luna, M6 television, Magicmaman, Marie Claire, Marie Claire enfants, Milk, Milk Japon, Otmetka TV, Peter from Paris, Senken, Smudgetikka.com, TIAM



playtime
PARIS



next editions!

The presentation of Spring-Summer 2020 collections goes to
Shanghai on July 23 and 24, Tokyo from July 31 to August 2,
New York from August 4 to 6 and Las Vegas with Kid's Hub from August 12 to 14.

More information at

www.iloveplaytime.com



Organization :  Picaflor Sarl • Tel +33 1 44 62 83 01 • E-mail lucile@iloveplaytime.com

For any photo requests please contact our press office: **Kidding** • Tel + 33 1 53 34 68 10 • E-mail contact@kidding.fr