



PRESS RELEASE

Playtime continues to expand and is now launching in Shanghai!

Launched in 2007 with an entirely new concept, Playtime quickly became the world's largest network of B2B trade shows dedicated to children's fashion, lifestyle and maternity. With bi-annual editions in Paris, New York and Tokyo, the Playtime shows are considered, according to all professionals, to be the most creative and inspiring shows in the industry that you cannot miss!

It is with the same philosophy focusing on quality and originality that Playtime is now expanding to China with the **launch of Playtime Shanghai.**

« When we launched Playtime in 2007, children's fashion was starting to evolve into what we know it as today. Playtime has accompanied brands in their development to becoming the new must-have brands and the market as a whole has experienced a boom with the emergence of a new generation of buyers and specialized press. », recalls Sébastien de Hutten, Playtime CEO. *« We can now sense the same exact energy in China and we wish to support international designers to the best of our ability with Playtime Shanghai. »*, he adds.

The first edition of Playtime Shanghai will take place **July 23 and 24, 2019** and will bring together **45 carefully selected international brands.**

Organized in collaboration with Chinese market specialists, this first edition of Playtime Shanghai aims to build a new offer for the country and closely support a core group of brands in their growth.

More info on

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