

# PLAYTIME

## PARIS



GOOD VIBES



**JOIN THE LARGEST PHYGITAL COMMUNITY DEDICATED EXCLUSIVELY TO THE CHILDREN'S MARKET. WITH THE N°1 KIDS' FASHION & LIFESTYLE TRADE SHOWS IN PARIS, NEW YORK, AND SHANGHAI AND ORDERWIZZ, OUR ONLINE B2B MARKETPLACE ACCESSIBLE YEAR-ROUND, ENJOY INTERNATIONAL EXPOSURE AND CONNECTIONS LIKE NEVER BEFORE.**

**AN INCOMPARABLE COMBINATION OF PHYSICAL AND DIGITAL EXPERIENCES, PLAYTIME ENABLES KIDSWEAR PROFESSIONALS TO BUY AND SELL ANY TIME, ANYWHERE.**

**OFFERING EVERYTHING FROM FASHION TO FURNITURE, PARENTHOOD TO SHOES, ACCESSORIES TO NEWBORN ESSENTIALS, AND SO MUCH MORE, THE PLAYTIME TRADE SHOWS AND MARKETPLACE HAVE ESTABLISHED THEMSELVES AS CAN'T MISS DESTINATIONS FOR PROFESSIONALS.**

# THE BIG SMALL SHOW







# PARIS: EPICENTER OF FASHION

play



Since its debut in 2007, Playtime Paris has been a pioneer in the kid's universe. Twice a year, Playtime artfully curates a selection of the top brands for children's fashion, accessories, lifestyle, wellness, and parenthood to present their Autumn/Winter and Spring/Summer collections in the heart of Paris at the Parc Floral. With a strong identity and original offer, Playtime has evolved to be the world reference for the kid's market.

With over 400 brands exhibiting, a blend of new and old friends joins us each season to form the most creative and inspiring trade show that is unmissable for kids' fashion and lifestyle professionals. With its incomparable scenography featuring well-known artists and creative minds, trend spaces installed by our partner Fashion Snoops, and a rich program of events including trend presentations, awards by Milk Magazine, workshops, and new surprises each season!

## A PREMIUM SELECTION OF TODAY'S TOP BRANDS...

With a selection that includes products for everything from toddlers to teens, babygear to illustrators, parenthood to furniture, the comprehensive selection at Playtime Paris stands out to buyers and professionals from around the world. A combination of internationally recognized labels and independent designers, the distinguished offer puts sustainability, creativity and inclusion on full display. Bringing their brand's universe to life in their booths, the entire show is full of inspiration and innovation.

### WELL-KNOWN LABELS

#### IN FASHION:

Mini Rodini, Molo, Ao76, Bobo Choses, Morley, The New Society,...

#### IN LIFESTYLE & PARENTHOOD:

Liewood, Konges Sloejd, Veja, Tajine Banane, Sticky Lemon, Raduga Grez, ...

Alongside independent designers and illustrators

#### SUPPORTING EMERGING TALENTS

With two dedicated spaces and unique scenography, New Now and Singular, Playtime puts the spotlight on emerging and new brands.



## THE DREAMLIKE DETAILS!

Being part of the Playtime community offers the opportunity to meet with buyers from around the world that are coming from department stores, e-shops, concept stores, boutiques, and everything in between, enabling you to connect with the type of store that aligns perfectly with your brand and values.

### WINTER 2023 FIGURES

**+ 4800** (+ 6,000 pre-pandemic)

qualified, professional visitors  
from **65 countries**

**Europe 85.8%**

**Asia 5.3%**

**America 5.2%**

**Middle East 2.7%**

**Africa 0.6%**

**Australia 0.4%**



### THEY WERE AT THE LAST EDITIONS:

SSense (Canada), Selfridges (UK), Shan and Toad (Saudi Arabia), Littlehipstar (Germany), Sen-to-Sence (Japan), Smallable (France), Het Land Van Ooit (Belgium), Kids 21 (Singapore), Kids Department (Netherlands), KaryMarket (South Korea), Galeries Lafayette (France), Neiman Marcus (USA), Answear (Poland), Globus (Switzerland), Little Nordic Baby (China), Miniampère (Italy), Jourès (France), MamaPapa (Australia), SMOL (Lebanon), Scout & Co. (UK), Shinsegae Department Store (Corée du Sud), The Front Shop (USA), CookieDough (Liban), Yellow Flamingo (France), MamaOwl (Angleterre), Les ptits mosüs (Canada) ...



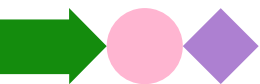
# COMMUNICATION TO PUT YOU IN THE GLOBAL SPOTLIGHT

- ◆ Artful and targeted newsletters that promote our brands, industry news and trends, and our vision of childhood to our international community of buyers and professionals.
- Long lasting relationships with media partners that includes Milk Magazine, Doolittle, Scimparello, Lemon Magazine, Fashion Network, Ninsmoda, Earnshaw's Magazine, and many more.
- The strongest community of any trade show on social media, with more than 86,700 followers on Instagram alone.
- ◆ Our own online magazine to highlight exhibitors at our shows, industry news, and the latest fashion & lifestyle trends.
- ◆ An exclusive Media Pack that offers our brands the opportunity for strong and efficient focuses.
- A press office that ensures strong visibility to international media and a warm welcome to journalists that attend Playtime Paris.









# THE EASIEST SHOW TO EXHIBIT AT, SO VISITORS CAN STEP INTO YOUR WORLD

- ◆ Fully equipped turnkey booths that allow you to customize and create your own visual identity at your booth.
- ◆ Booth sizes starting at 4 sqms (small accessories only) or 6 sqms (fashion brands) up to 30 sqm according to available space. [For more sqm, please contact our Sales Team.](#)
- Fair prices that are 2 to 3 times less than other major events in Paris.

**PRICE**

**300€ + 175€**

/sqm2 (registration fee and insurance)

## YOUR BOOTH INCLUDES

- Walls
- Furniture
- Lighting
- Public wifi

- Area manager to help you during the show
- Free storage area

- Playtime signage with your brand name and booth number



## OPTIONAL COSTS

- Dedicated wifi
- Electricity
- Wall coverings and/or carpet
- Additional furniture
- Booth customization
- Delivery / pick up of packages at your booth
- Media Pack to boost your visibility





JOIN US AT THE NEXT EDITION!



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