

PLAYTIME FABLES



PLAYTIME DE PARIS - JANUARY 28-30, 2023 - PARC FLORAL DE PARIS -
REPORT



A GREAT SYNERGY, FULL OF DISCOVERIES, REUNIONS, ENERGY, SMILES, AND A TREMENDOUS DOSE OF INSPIRATION!

From January 29th through 31st, 2023, the **crème de la crème** of the entire children's industry gathered at Playtime Paris for its 30th edition. More than **5,100** brands, buyers, journalists, content creators, and institutions were there to discover new **Autumn-Winter 2023 collections** over 3 days at the Parc Floral de Paris. This new winter edition celebrated the comeback of the show after the global pandemic, providing the perfect occasion to bring the new visual identity of Playtime to life. Through decorations that drew inspiration from urban style codes and personified the spirit of the moment - bold, happy, strong, and contemporary - exhibitors and visitors enjoyed a complete immersion into the Playtime universe!

With **338 brands** that were a blend of **70% fashion** (ready-to-wear, accessories, shoes), **30% lifestyle** (decor, stationary, toys, everyday objects), and a selection of parenthood labels, each brand added to the dynamism of the show with their vibrant collections and elaborately decorated stands (Sticky Lemon, Ao76...). **More than 100 new brands** exhibited at the show for the first time and, in doing so, joined the largest brand community in Europe. Some of them were even featured in the dedicated spaces **New Now**, **Singular**, and the **First Timers Trend Space** that are specifically designed to put newcomers in the spotlight. The return of brands like Bobo Choses, Repose AMS, Liewood, and many others marked the real interest in physical trade shows and the synergy at Playtime that can't be found anywhere else.

When compared to the summer 2022 show, this season has started off on a high note with a **40% increase in visitors**, more than **4,800 entries**, and a presence from **65 different countries**. This edition marked the great return of **American**, **Canadian**, and **Asian** buyers, with Europe remaining the most represented geographic area. We noticed the **arrival of Italy** to our buyers list of the Top 8 European countries, moving ahead of Spain, Germany, and Great Britain. Many buyers from the Middle East (Lebanon, Qatar, United Arab Emirates) have also chosen to shop the offer at Playtime Paris to meet their needs for avant-garde and creative brands to be sold alongside the luxury brands they already distribute.

A new generation of buyers has also arrived, offering a wide range of products in concept stores that are located both in major cities and local towns. Designed to cater equally to local and global clientele by offering e-shops for national or international requests, these buyers are turning to the curated yet expansive selection of brands at Playtime Paris to do their buying.

BRANDS

The offer at Playtime is always eclectic, yet carefully selected to respond to the new needs of buyers! This season, the show put lifestyle brands in the spotlight (decor, everyday objects, stuffed animals, cosmetics, etc...) by offering them a dedicated space reinforced by an exhibition of products selected and staged by the magazine Design Hunger.

This edition also saw the return of brands like Bobo Choses Angulus, Misha&Puff, Nununu, Faire Child, Repose AMS, and many others, in addition to more than 109 brands exhibiting at the show for the first time that added refreshing new products to the offer that is always improving and becoming more relevant.



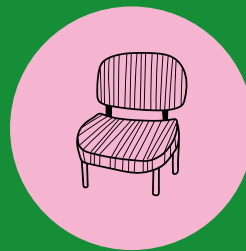
FASHION:

Bobo Choses, Arsène et les pipelettes, The Campamento, Gosoaky, The New Society, Paadee Mode, Pépé, Maison Mangostan, Claude & Co, Tambere, Misha & Puff, Main Story, Repose AMS, Bonmot, Maison Badaboum, Ao76, Bleu Citron, Pom d'Api, Caramel, Angulus, Tom & Boy, Faune, Indee, Bootstock, Bieq Knitwear, ...



LIFESTYLE:

We are gomme, Liewood, Stapelstein, Sticky Lemon, Kerzon, Izipizi, Fabelab, Grech & co, Petites Pommes, Babai Toys, Cream eyewear, Dimpel, Gnomo Magic Factory, Les Petits Savonneurs, Louise et Gabriel, Lilikiwi, The cotton cloud, ...



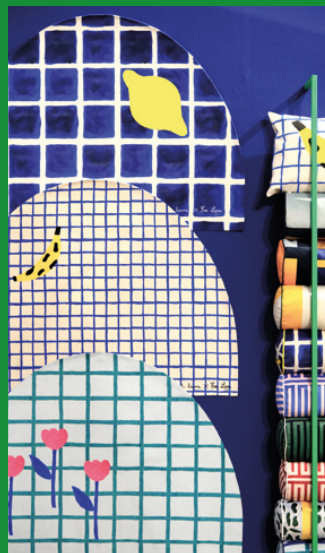
DECOR:

Babel Brune, Maison Baba, Tapilou, Atelier Solelh, Baron Venus, Jera Mini, Luciole et petit pois, Studiolo, Stempels & co, April Eleven ...



PARENTHOOD:

Mama Matters, Jorgen House, Ilado, Izybaby, Studio Noos, Momset, Boome, You&Milk, Nanami, Limky ...



FIRST TIMERS

FIRST TIMERS IN THE SPOTLIGHT AT PLAYTIME!

In three unmissable spaces, the spotlight was turned towards a selection of brands participating at the show for the first time.

NEW NOW

For its 10th edition, the New Now space welcomed 12 brands that were carefully selected by Eri, a Japanese mother, photographer, and content creator based in England. As always, it was a diverse selection of young brands that allowed buyers to catch a glimpse of their talent and discover what's new in the kids' fashion and lifestyle market.



Baba
Bandits à la crème
Fagiolino
Favorite People
Ito Ito
Kind Rebel
Luno
Millésime Baby
Petitmig
Pop et ses frères
Probe Balloon
Uniki

SINGULAR

In what has become an unmissable part of the show, 10 emerging labels exhibited their mono-products and mini collections in a space designed like a pop up store. Visitors were invited to explore the mix of fashion, lifestyle, and parenthood products on display.



Jorgen House
Izybaby, Boome
Oh Baby! Organic care
Sliwils
Super Minus
Cocoonari
Mini & Humble
Frantinos
Studio Marmots

A DEDICATED TREND SPACE

The Playtime team displayed a selection of products that embody the Autumn-Winter 2023 trends, with all the items coming from the new labels not to be missed!



Mama matters
Super Minus
Studio Marmots
Enfants du maquis
Kind Rebel
Jorgen House
You&Milk
Nina & Miles
Mrs Ertha
Moutche
Epiko
Ito Ito
Boome
Bandits à la crème
Babai toys
Lazare
et bien d'autres...

THE NUMBERS

This edition saw the return to pre-Covid life in terms of visitors as well, with an increase of **40% more** visitors than the show last summer. Buyers from **America** and **Asia** were back in full force, and with them **more than 20% new buyers** who were exploring the aisles of the show for the first time.

We saw a notable evolution in the distribution of visitors from Europe with **the great return of Italian** buyers to our TOP 8 list of European visitors and many buyers coming from Spain, Switzerland, England and Germany.

Thanks to the high-quality offer of **338 brands**, a large part of buyers took **2 full days to explore the show**, meet with brands, and place their orders.

4,800 VISITORS
FROM 65 COUNTRIES

FRANCE
29,3%
INTERNATIONAL
70,7%



TOP BUYERS

Mytheresa (Germany), Printemps (France), Magasin du Nord (Denmark), Little Ground (South Korea), Smol (Lebanon), Goldfish (Belgium), Little Wonders (Taiwan), Globus (Switzerland), SSense (Canada), Smallable (France), Kids Department (The Netherlands), Galeries Lafayette (France), Milk (UAE), 248 Barcelona (Spain), ODD (Qatar), Mimamai (Italy), Selfridges (England)...

VIP BUYERS THAT CAME FOR THE FIRST TIME SINCE THE GLOBAL PANDEMIC

Shinsegae Department Store (South Korea), The Front Shop (USA), CookieDough (Lebanon), Yellow Flamingo (France), MamaOwl (England), Les ptits mosius (Canada)...

TOP 8

France 33%
Belgium 14%
The Netherlands 11.7%
Italy 6.4%
Switzerland 5.8%
Great Britain 5.8%
Germany 5.7%
Spain 3.7%

« It was very nice to see so many brands reunited in one place. It saves us a lot of time for our business. This edition also offered us an even more diverse selection than previous seasons, with beautiful discoveries from a number of new brands.»

Somin Kim, buyer for Little Ground (South Korea)

PRESS & INFLUENCERS

THEY VISITED THE SHOW TO MEET WITH THEIR FAVORITE BRANDS, SPOT THE NEXT TRENDS, AND DISCOVER THE NEW BRANDS TO FOLLOW:

Milk (FR), Lemon (PT), Design Hunger, Doolittle (FR), Magie des Enfants (ES), Scimparello (IT), Baby&Junior (DE), Milan Magazine (DE), Luna Magazine (DE), Marie Claire Enfants (FR), Ninsmoda (ES), Petit Style (ES), CWB (EN), Pirouette (UK), Camille Deroo (@jaleemom, FR), El National (VE), First Channel (GE), Juliana de Giacomi (FR), Eri (@dailylunax, UK), Emma Cobaya (@emmapigsandroses, ES), Camille Baldram (@bonvoyagecamille, FR), Liza Castres (@lilly_and_thefrenchie, FR), Daisy Cressida (@daisyrufussuki, UK), Barbara Ikkache (@studiojoab, FR), Kids à la mode (US), Version Femina (FR), Parents (FR), Marie Claire Idées (FR), Maison Créative (FR), Chloe Geslin (@Chloegslin, FR), Clémence Allaire (@clemence_allaire, FR), Helena Schütz (@thejnr, DK), Kikimora (PL), Home Magazine (FR), Maison Créative (FR), Magic Maman (FR), Madame Figaro (FR), Kids Magazine (FR), Leather Fashion Design (FR), Home Magazine (FR), Grazia (UK), Fashion Network (FR), Avantages (FR), Yoyo Mom (FR), Justine Bond (@justine.bond, FR), Sport Eco (FR), Kinda Magazine (DE), Magic Maman (FR), Bonjour Magazine (FR), French Mômes (FR), Textilia (BR), Catchwalk (BR), Cubocci (JP), ...

« This season felt like a breath of fresh air after the years of Covid that we have all been through. The brands are back in full force with well thought out booths and a strong focus on their decorations. I spotted a lot of new brands, the atmosphere was joyful, and people seemed happy! This positive energy could also be found in the collections! »

Grethel, founder of the magazine Design Hunger

MILK AWARDS

As at every edition, the team from Milk Magazine perused the aisles of the show in search of new standout talents. This season, two brands received the awards for the Grand Prix and Crush. They will be put in the spotlight in the next edition of Milk Kid's Collection for **Autumn-Winter 2023**.



« It was our second time at Playtime Paris, and the show was even more incredible! It's been amazing, buyers coming from all over the world recognize our brand! We have had the chance to receive the Crush Award from the Milk team, which is a real honor for the brand. »

Esther, brand.

ARTISTS

PLAYTIME CALLED ON 5 FEMALE ARTISTS TO HELP US BRING OUR NEW VISUAL IDENTITY AND THE TREND SPACES FOR THE SEASON TO LIFE.

The installations by Véronique Pineau, Sonson Tingaud and Caroline Derveaux brought the ideas behind the trends Enthrall and Omni to reality, while Albane de Saint Remy decorated the walls of the Press and VIP lounge with her paintings and collages. Elodie Boutry installed her vibrant geometric forms (made largely from recycled materials) in the space to chill.

«This trade show has a super strong identity, it's very fresh, very gentle, and very clear: we can see immediately how this was all thought out and prepared. There is a creative unity that is very nice, it's all pleasant and happy.»

Albane de Saint Rémy, artist.



PARTNERS

Milk, Lemon, Kikimora, Design Hunger, Doolittle, Magie des Enfants, Scimparello, Baby&Junior, Milan Magazine, Luna Magazine, Marie Claire Enfants, Ninsmoda, Petit Style, CWB, Pirouette & Fashion Snoops.

THE AID ORGANIZATIONS THAT HELPED SOME BRANDS:
Promas, Défi, Entreprise Georgia, ICEX, Cenit, From Portugal.

NEXT SHOWS

PLAYTIME
PARIS
JULY 1 - 3, 2023

PLAYTIME
SHANGHAI
JULY 21 - 22, 2023

PLAYTIME
KIDS HUB
NEW YORK
JULY 30 - AUGUST 1, 2023

ONLINE APPLICATIONS WILL OPEN BEGINNING OF MARCH AND WILL BE AVAILABLE FROM ILOVEPLAYTIME.COM

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