

PLAYTIME

SHOES



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.

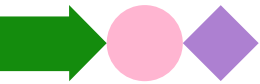
OFFERING EVERYTHING FROM FASHION TO FURNITURE, PARENTHOOD TO SHOES, ACCESSORIES TO NEWBORN ESSENTIALS, AND SO MUCH MORE, THE PLAYTIME TRADE SHOWS AND MARKETPLACE HAVE ESTABLISHED THEMSELVES AS CAN'T MISS DESTINATIONS FOR PROFESSIONALS.

**THE BIG
SMALL
SHOW**

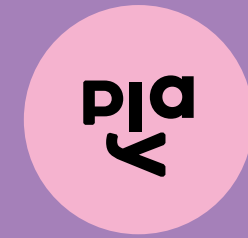


sticky lemon





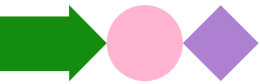
WELCOME TO THE MIDDLE KINGDOM



The Chinese market is a new horizon. Coming together once a year, Playtime Shanghai is the leading kids' fashion and lifestyle trade show in China. Aimed at a higher-end segment of the market and renowned worldwide for its curated selection of brands that place an emphasis on creativity and quality, Playtime will continue to annually defend those same values in Shanghai.

THE BEST SELECTION OF CHINA

- ◆ A curated selection of 70 international brands: Bobo Choses, Caramel, Misha&Puff, Bonjour, MINI A TURE, Angulus, FUB, bonbon et bonbon, and more..
- From fashion to lifestyle products, toddlers to teens.
- A combination of internationally and well-known Chinese brands, as well as those that will matter in the future.
- ◆ Promoting ethical fashion through designers trying to make a positive impact on Earth.



A VERY PROMISING START

+ 1,300
professional visitors

China 68,8%
International 31.2%

TOP 5 INTERNATIONAL COUNTRIES

- South Korea 6%
- France 5.6%
- USA 5.6%
- UK 2.5%
- Hong Kong 2.4%



Beyond the quantity, the quality of the visitors is great as well, with several major accounts coming to the show.

KEY BUYERS:

Lane Crawford, Galeries Lafayette, SKP, Kerry Center, Taikouhui, Motherswork, International Blue, Tmall/Taobao, Farfetch, Yaya Baby, Momokids, Little Nordic Baby...

WORDS FROM EXHIBITORS!

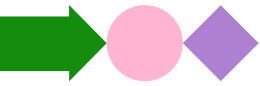
“Playtime Shanghai was a great show! The Playtime team did a great job of finding a beautiful, light and spacious location. The design of the booths was beautiful and well thought of. It was a very busy show and we are very satisfied with the result. We will surely be back!”

— **Noé & Zoé**

WORDS FROM EXHIBITORS!

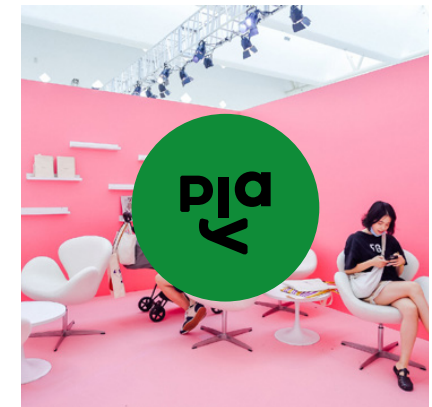
“It wasn’t an easy decision to bet at the 1st edition of Playtime in Shanghai (...) but it was one of the best decisions we have ever made! The organization of the show was perfect. The number of buyers was superior to what we anticipated and the visits to our booth surpassed all expectations.”

— **Little Creative Factory**

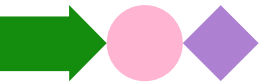


TARGETED COMMUNICATION FOR GLOBAL VISIBILITY

- ◆ 1. Targeted newsletters sent to a strong international community of buyers and professionals that promote our brands, the latest industry news & trends, and embody our vision of childhood.
- 2. Long lasting relationships with leading media partners, including Milk Magazine, Doolittle, Scimparello, CWB, Earnshaw's, Fashion Network, Lemon, and Ninsmoda, to name just a few.
- 3. The strongest Instagram community for a fashion trade show, with more than 86,8k followers and our social media accounts (WeChat and Weibo) highlighting our brands.
- ◆ 4. Our own online magazine that highlights our exhibitors and focuses on industry news and the latest trends.
- ◆ 5. An exclusive Media Pack that offers our brands the opportunity for strong and efficient focuses.







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

- ◆ A unique scenography close to a showroom or concept store.
- ◆ Fully equipped turnkey booths.
- Booth sizes from 6 sqms to 24 sqms according to available space, this year we also offer customized booth!

PRICE

400€

/sqm2
(registration fee
and insurance)

YOUR BOOTH INCLUDES

- Modular structure
- Furniture
- Public wifi

- Playtime signage with your brand name and booth number

- Carpet
- Lighting
- Free storage area



OPTIONAL COSTS

- Electricity
- Extra furniture
- Extra signage
- Translator
- Dedicated emails and promotional actions



JOIN US AT THE NEXT EDITION!



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