

PLAYTIME

FARIS JULY 1-3, 2023
PARC FLORAL

REPORT

THE BIG
SMALL
SHOW



PLAYTIME PARIS CONFIRMS ITS POSITION: «THE PLACE TO BE» IN EUROPE FOR INTERNATIONAL BRANDS AND BUYERS

The summer edition that took place at the Parc Floral from July 1-3 attracted **more than 3,300 visitors** coming from **60 different countries**, as well as **320 international brands**. This season, Playtime unveiled a carefully selected offer that is ever more aligned with the needs and wants of buyers from 4 corners of the world who are seeking new products. Meetings between brands and buyers, as well as exchanges between brands themselves, in an atmosphere that was **friendly and refreshing** was the key to the show's success for both the labels exhibiting and visitors attending. Despite a slight decrease in visitors due to the protests in Paris and France, **Playtime affirmed its position once again this season as the leading trade show in Europe** thanks to the quality of buyers and the variety of international creatives that can't be found anywhere else!

“Despite the unfavorable situation to come to Paris when there are protests, this edition was a true catalyst for creating relationships with buyers, brands, manufacturers, or even other entrepreneurs, all in an atmosphere full of different languages. A big THANK YOU to the Playtime team for this trade show and their help, and to all those that we were able to meet at our booth!”

Guillaume Pain, founder of Lacets Gorilla.





BRANDS

A QUALITY OFFER ALIGNED WITH BUYERS' NEEDS

The eclectic offer at the trade show this season responded more than ever to what buyers are looking for to give their clients nothing but the best!

Fashion and accessory brands (70%) as well as lifestyle labels (30%) were in the spotlight, meeting the growing demand from buyers who want their selection to be larger and more comprehensive. The brands on display at Playtime Paris reflected the current shifts in retail as stores are beginning to offer more breadth in their product categories to include everything from ready-to-wear to shoes, decor to toys. Playtime's selection also responded to the rise in popularity of adding parenthood products to new types of stores popping up around the world like family concept stores.

Lifestyle brands benefited from an area exclusively dedicated to them at the entrance of the show. This section was strengthened by a trend space that grouped a selection of unmissable products from this universe chosen and displayed by Design Hunger, the webzine dedicated to trends and inspiration in the lifestyle sector. This growing approach to put lifestyle labels in a seat of honor didn't stop there. For the first time ever, Playtime and Design Hunger collaborated to award the Design Hunger Prizes. These new prizes were awarded to 8 brands for the following categories: Perifit for «Best Baby & Parenthood Brand», Liewood for «Best Home & Décor Brand», Marelle for «Best Wellness & Care Brand», Nobodinoz for «Best Sustainable Lifestyle Brand», Adorabili for «Best Accessory Brand», Kidding Studio for «Best New Lifestyle Brand», We are Gomu for «Best Toys & Leisure Brand,» and Colortherapis for the «Grand Prix Summer 2023».



This summer edition was equally marked by the return of brands like Mini Rodini, Morley, The Bonnie Mob, Caroline Bosmans, Garbo&Friends, Nobodinoz, Cam Cam Copenhagen, and many others, as well as the arrival of 109 brands exhibiting for the first time at the show who brought with them a sense of newness to the offer of brands that is continuously more on trend!

A very beautiful range of shoe labels came to complete the ready-to-wear looks, with an offer of brands whose high reputation needs no introduction (Pom d'Api, Pèpè Children Shoes, Naturino, Camper, Méduse...), a selection of sneaker brands (Veja, Spring Court, Ten is, Novesta...), and labels asserting their fashion forward style (Maison Mangostan, LMDI, Bootstock, Sabot Youyou...).

From the avant-garde to unmissable international labels, Playtime Paris gathers the cream of the crop in one place!



FASHION:

Mini Rodini, Bobo Choses, The Bonnie Mob, Nununu, A076, Caramel, Soft Gallery, 1+ in the family, Indee, Maison Mangostan, The New Society, The Campamento, American Vintage, Gray label, Paade Mode, Piupuichick, Louisiella, Jelly Mallow, Bonmot, Bebe Organic, Poudre Organic, LMDI, Play Up, Koalav...

PARENTHOOD:

Perifit, Sups, Hanska, Noppies, Univers Idalina, KongWalther...

LIFESTYLE:

Konges Slojd, Petites Pommes, We are Gomu, Nobodinoz, Colortherapis, Kidding Studio, Marelle, Lucas Du Tertre, Holi & Love, Lilikiwi, Cam Cam Copenhagen, That's mine, Pehr, Fabelab, MP Kids, On Behalf, Les Babygators, Doucea, Miss Nella, Cream Eyewear, Garbo&Friends...

SUSTAINABLE:

Play Up, Tnin Shoes, Les Marsiens, Nobodinoz, Blanc, The Tea Club, Infantium Victoria, Tangerine, The Sunday Collective, Upé, Studio Koter, Maison Géant...





FIRST TIMERS ON FULL DISPLAY AT PLAYTIME!

Three unmissable spaces put brands exhibiting at the show for the first time in the spotlight!



NEW NOW

New Now is a sort of **incubator** for brands at the show. It's a can't miss destination for buyers and professionals to meet newcomers and discover the great brands of tomorrow. This season, a new style of booth welcomed **12 labels** participating for the first time at Playtime Paris.

For this edition, the brands were selected by **Anna**, the kids' fashion and lifestyle expert behind the English boutique **MamaOwl**, who did us the honor of choosing the new labels not to be missed!

Visitors were able to discover: **Kid.ish, Numi Kids, Paper Boat, Akwa Baby, Baïnes, Little Talents, Cake Kids, Li&Me, Kelly Kilby, Little Who, Chouchouroom** and **Kidsagogo**.

“What better way to start a new season than meeting adorable retailers at Playtime! We came to present the first part of our new Spring-Summer 2024 collection “Mediterranean Garden.” We are so grateful for all of the great new contacts established during this event.”

Eli & Nev



SINGULAR

The Singular space has been imagined like a **popup store** to highlight **10 new brands** with **capsule collections** or **mono products** you wouldn't want to miss. This section of the show is where you can find **innovation** and **new ideas**, presenting collections offering everything from fashion made with recycled materials to toothbrushes specially designed for babies, high tech objects to rehabilitate new mothers to creative toys.

At this edition, the Singular brands were: **On Behalf, Ara Creative, Maison Géant, Perifit, Azala, Fin and Zee, Les Babygators, Oûcollie, MaisonMiniWonder** and **Doucéa**.

A DEDICATED SPACE

The Playtime team curated a display that was creative and original using stand-out looks from **first timers** for the Spring-Summer 2024 season!

Featuring: **Maison Géant, Kelly Kilby, Baïnes, Ara Creative, Wagma-Ukugma, Compañia Fantastica, Pehr, Little talents, etc...**

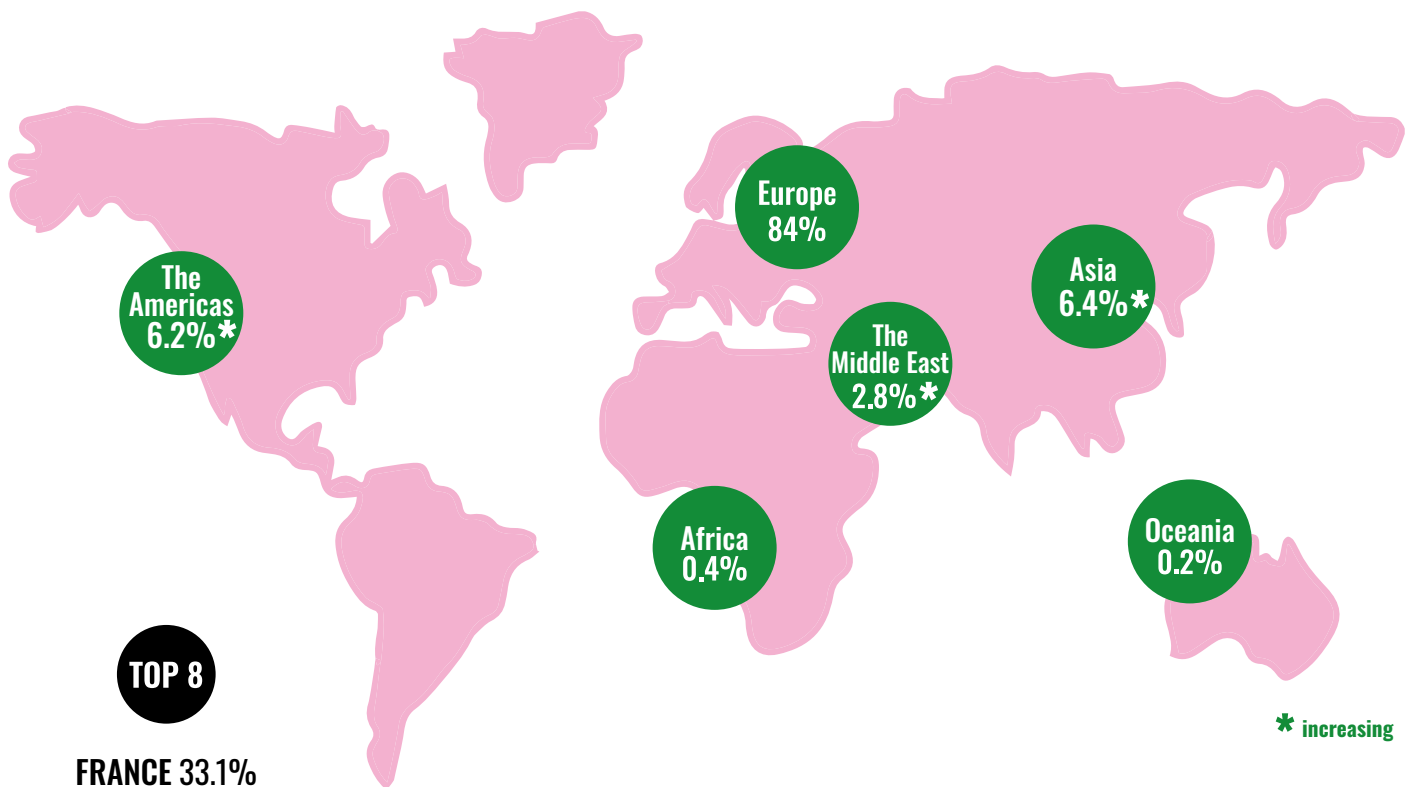
THE FIGURES

THANKS TO QUALIFIED BUYERS, BRANDS CAN DEVELOP THEIR BUSINESS IN 4 CORNERS OF THE WORLD!

The return of **unmissable international labels** and the opportunity to discover new brands made the experience for visitors at Playtime Paris a **great success!** With **more than 320 booths** to explore, the majority of buyers took their time to walk the aisles, meet brands, and attend their appointments over **2.5 days** (on average). A number of international buyers made this edition stand out with their return. We noticed a further increase this season in visitors from **Asia, the Americas, and the Middle East**. Buyers from the **Netherlands** were in second place for our list of **Top 8 Countries**, while **China, The United States, and South Korea** joined the list for the first time since the return of Playtime Paris after the pandemic, joining other European countries like **Spain, Italy, and England**. In terms of the type of buyers coming to the show, this edition was visited by a **number of growing international department stores** like Isetan Mitsukoshi, Harvey Nichols Riyadh, Shinsegae and Le Bon Marché (see the full list below).

3,300 VISITORS FROM 60 COUNTRIES

**FRANCE 36.5%
INTERNATIONAL 63.5%**



* increasing

TOP 8

- FRANCE 33.1%
- THE NETHERLANDS 13.6%
- BELGIUM 11.7%
- GERMANY 7%
- SWITZERLAND 5.5%
- CHINA 3.3% *
- USA 2.7% *
- SOUTH KOREA 1.9% *

*new in the top 8 this season

BEST BUYERS

Steybe für Kinder (Germany), Katani (Israel), Smallable (France), Mytheresa (Germany), Lili et Nene (Japan), Answear (Poland), Mimo (Portugal), Pulev (South Korea), Blubelle (United States), Las Hadas del Callejón (Spain), Junior Edition (England), Little Poetry Studio (Taiwan), Kids 21 (Singapore), Ama etc (France), Little Ground (South Korea), SMOL (Lebanon), The Wonder Years (Belgium), etc...

DEPARTMENT STORES THAT VISITED THE SHOW

Isetan Mitsukoshi (Japan), Alvear Group (Neiman Marcus & Bergdorf Goodman) (United States), Galerie Lafayette (France), El Corte Ingles (Spain), Harvey Nichols Riyadh (Saudi Arabia), Globus (Switzerland), Le Bon Marché (France), Shinsegae (South Korea), The Bijenkorf (the Netherlands), Al Tayer (Harvey Nichols & Bloomingdale's) (United Arab Emirates), Printemps (France)

“Wow, what an amazing 2 days! We met a lot of great brands and explored their SS24 collections. We were not disappointed. The collections were incredible with magnificent designs. We are sure that our clients will love them as much as we did!”

Junior Edition, Brighton (UK)

PRESS AND INFLUENCERS



They visited the show, met with their favorite brands, explored next season's trends, and discovered new brands to follow: Milk (FR), Ideat (FR), Lemon (PT), Design Hunger (PT), Doolittle (FR), Scimparello (IT), Baby&Junior (DE), Fashion Network (FR), Milan Magazine (DE), Kids Magazine (FR), Elle Kids (FR), Luna Magazine (DE), Marie Claire Enfants (FR), Ninsmoda (ES), Magic Maman (FR), F Magazine (FR), Home (FR), Kids à la mode (USA), Petit Style (ES), CWB (EN), Leather Fashion Design (FR), Pirouette (UK), Little (FR), El National (VE), First Channel (GE), Simple Things (FR), Textilia Itt Press (IT), @emmapigsandroses (ES), @studiojoab (FR), @delidlux (NL), @sophieenvic (FR), @thevitaminproject (UK), @amandinelw (FR), @justine.bond (FR), @hellofrenchmama (FR), @naturalbyoly (FR), @karenlebrati (FR), @heleneredolfi (FR), @simplicitéici (FR), @olivalclauca (ES), etc...

MILK AWARDS

A tradition each season, the team from Milk Magazine walked the aisles to find new talents that will be the leaders of tomorrow. This season, 2 prizes were awarded to the brands that caught their eye, which will get a place of honor in the Milk Collection Spring-Summer 2024.

GRAND PRIX AWARD : HANSKA
CRUSH AWARD : MOMOHANIPOPO



ARTISTS



4 female artists inspired and influenced by different cultures and heritages brought to life the trend spaces, VIP/Press lounge, and a space to chill.

Amélie Lengrand brought the trend Sunbeam to the real world through her printed canvases suspended from the ceiling that symbolized the warmth of a Californian sunset. She also created the inspiration around every corner of The Big Small Show as the designer behind the entire space's scenography. The ceramic works that were textured and reminiscent of antiques by Manon Oller for La Mano Studio were presented alongside the selection of products for the trend Meander.

Jennifer Hugot took VIP buyers and members of the press along with her on a journey for rhythm through her cut paper works that are fresh and full of color, echoing the repeating lines of weaving that fascinate her.

The space to chill was decorated with the illusionary works of Héléna Guy Lhomme, who uses wool to create her cabinet of curiosities. Lobsters, bananas, soda cans, and plenty of humor find themselves together in her universe!

ORGANIZATIONS SUPPORTING BRANDS

Promas, Défi, Business France, Entreprise Georgia, ICEX, Cenit, From Portugal.

OUR PARTNERS

Fashion Network, Milk, Lemon, Kikimora, Design Hunger, Magie des Enfants, Scimparello, Baby&Junior, Milan Magazine, Marie Claire Enfants, Ninsmoda, Petit Style, CWB, Kids Moda Portugal, Pirouette, Fashion Snoops & Digital Shooting.

NEXT TRADE SHOWS

APPLICATIONS OPEN FOR BRANDS AT THE BEGINNING OF SEPTEMBER 2023

PLAYTIME
PARIS
JANUARY 27-29, 2024

PLAYTIME
KIDS HUB
NEW YORK
FEBRUARY 11-13, 2024



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