

# PLAYTIME PARIS

ALL YOU NEED TO KNOW!

THE BIG  
SMALL  
SHOW



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, PROMOTE YOUR BRAND LIKE NEVER BEFORE THANKS TO INTERNATIONAL EXPOSURE AND AN INCOMPARABLE OPPORTUNITY FOR NEW CONNECTIONS.

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

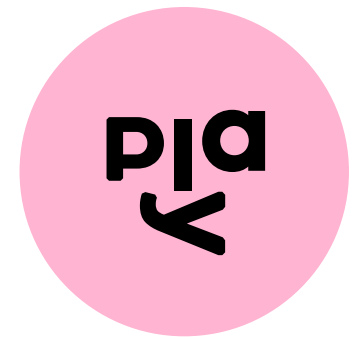
OFFERING EVERYTHING FROM FASHION TO FURNITURE, PARENTHOOD TO SHOES, ACCESSORIES TO NEWBORN ESSENTIALS, AND SO MUCH MORE, THE PLAYTIME TRADE SHOWS AND MARKETPLACE HAVE ESTABLISHED THEMSELVES AS CAN'T MISS DESTINATIONS FOR PROFESSIONALS. EXCLUSIVELY IN PARIS, CONNECT WITH A SELECTION OF ILLUSTRATORS THAT BRING IMAGINATION TO LIFE THROUGH COLLABORATIONS ON ORIGINAL PRINTS.



# PARIS: EPICENTER OF FASHION

Since its debut in 2007, Playtime Paris has been a pioneer in the kid's universe. Playtime artfully curates an offer of the top children's brands, a selection of illustrators, and international artists that bring the inspiring show to life. Twice a year, these creatives gather to present their collections, from children's fashion, accessories, lifestyle, wellness, and parenthood to the original artwork of illustrators ready to collaborate. Meeting in the heart of Paris at Parc Floral, with a strong identity and original offer, Playtime has evolved to be the world reference for the kids' market.

With over 400 brands and illustrators 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 and Design Hunger, workshops, and new surprises each season!



# MEET WITH INTERNATIONAL BRANDS AND PROFESSIONALS IN THE CREATIVE SPACE



Acting as an area of the show that complements the curated offer of today's top labels in the kids' fashion and lifestyle industry, **display your artwork** to a community full of professionals and other creatives from around the world.

**Connect with brands** and help bring their imaginations to life as you **collaborate** on collections with exclusive prints.

**Enjoy international exposure** via a post exclusively dedicated to your work on the **Playtime Instagram** (89k followers) and spotlights in **newsletters** promoting the show.





# PROFESSIONALS FROM AROUND THE WORLD CAN'T WAIT TO MEET YOU

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



## + 4,800

qualified, professional visitors  
from 65 countries\* (+6,000 PRE-PENDEMIC)

Europe 85.8%

Asia 5.3%

America 5.2%

Middle East 2.7%

Africa 0.6%

Australia 0.4%

\*Winter 2023 figures

### THEY MET THERE AND COLLABORATED:

Giselle et Rose with Jelly Mallow and Letter to the world; Marguerite Smith with C'era una volta; Flavie Surface Pattern Designer with Sergent Major, Verbaudet and Perle d'Azur; Jessica Le Meur with Bene Bene and Sainsbury's, Julie Bamelis and Magnetic me and Trixie Baby; and many more...

# INVITE BRANDS INTO YOUR CREATIVE WORLD AT YOUR BOOTH

**605€**

Fully equipped turnkey booths that allow you to customize and create your own visual identity at your booth.



## YOUR BOOTH INCLUDES:

- An inspiring space to display your work
- Public wifi
- Playtime signage with your brand name and booth number
- An area manager to help you during the show
- Free storage area
- A dedicated post on our Instagram account



**play**



**THE BIG  
SMALL  
SHOW**

# THE BIG SMALL SHOW



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