

PLAYTIME PARIS

THE BIG
SMALL
SHOW

ALL YOU NEED TO KNOW!



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 IN ADDITION TO 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.

A 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



big
by



PARIS: EPICENTER OF FASHION

Since its debut in 2007, Playtime Paris has been a **pioneer in the kids' 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 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 join us each season to form the **most creative and inspiring trade show** that is unmissable for kids' fashion and lifestyle professionals. With its unique scenography featuring **well-known artists and creative minds**, **trend spaces** installed by our partner Fashion Snoops, and a rich program of **events** that includes trend presentations, awards by Milk Magazine and Design Hunger, **workshops**, and **new surprises** each season!



A PREMIUM SELECTION OF TODAY'S TOP BRANDS!

With a selection that includes products from fashion for newborns through teens for every occasion to a wide variety of lifestyle products, and parenthood labels that complete this comprehensive offer for the whole family, the 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.

FASHION!

Bobo Choses, Mini Rodini, American Vintage, Morley, The New Society, The Bonnie Mob, Ao76, Caroline Bosmans, Caramel, Nununu, Maison Mangostan, The Campamento, Jelly Mallow, Bonmot, Les Coyottes de Paris, Indee, ...

LIFESTYLE!

Lieewood, Konges Sloejd, Nobodinoz, Nanami, Trixie Baby, Lucas du Tertre, Holi & Love, Sticky Lemon, Garbo&friends, Fablab, ...

PARENTHOOD!

Tajine Banane, Elhée, Perifit, Ilado, Sups, Noppies, Mon Petit Pois, Pater, Mama Matters, Naissance Publique, Jorgen House, Studio Noos, ...

SHOES!

Veja, Pom d'Api, Spring Court, Novesta, Meduse, Boxbo, Angulus, Pèpè shoes, Bisgaard, Naturino, LMDI, Pom Pom, Bootstock, Tip Toey Joey, ...

ACCESSORIES!

Jojo Factory, Izipizi, Millow Paris, Caramel & cie, Adorabili, Oucollie, Cream Eyewear, Hanska, Mini Coquine, Wunderkin, Jeune Premier...



TOYS!

Lama Palama, We are Gommu, Minmin Copenhagen, Louise & Gabriel, Ratatam, Minikane, Observe Montessori, Raduga Grez, Petites Pommes, Plan Toys, Les Minis Confettis, ...

WELLNESS!

Kerzon, Minois, Enfance Paris, Nailmatic Lilikiwi, On Behalf, Doucéa, Marelle, 900care, Chouette Paris, Miss Nela, Terre Eternelle, Linea Mamma Baby, Ouate, ...



From big names recognized around the world to the smallest independent designers ready to be discovered, join the offer at the show that is big enough to welcome everyone yet small enough to offer a human touch to your wholesale experience.

SUPPORTING UP-AND-COMING TALENTS!

With two dedicated spaces that each have their own unique booth structures, Playtime points the spotlight to emerging brands and newcomers.

NEW NOW
NEW NOW
NEW NOW

singular

NEW NOW is a space that presents **12 brands participating at the show for the first time**. The selection is made by a different expert each season, professionals such as Fashion Stylist Deborah Sfez, CEO of Smallable Cécile Roederer, Romaine Coonghe from Junior Style London, French influencer Elisa Gallois from Et Dieu Créa, UK-based community for women with children, the Mum Club, founder of Lemon Magazine Barbara Perino, and, at the latest edition, Anna, owner of the British boutique MamaOwl. This season, the Playtime Team will play the role and curate 12 new brands.

Launched in winter 2022 to offer a space to the increasing number of unique brands emerging in the kid's market, **SINGULAR** displays **10 new labels with mono-products or capsule collections**. Designed like a popup store, the distinct booths invite buyers to step into this area of the show dedicated to innovation and new ideas. A blend of fashion and lifestyle products, these up-and-coming labels range from wellness to maternity, upcycled fashion to original new toys, inventive accessories, and all the other wonders innovators in the industry are bringing to the market.



Brands featured in past seasons: The Sunday Collective, Favorite People, Mabli, Kelly Kilby, Numi kids, Paper Boat, Unie & co, Akwa Baby, Bandits à la crème, Ito Ito, Kind Rebel, Petitmig, Les Marsiens, Pernille, Play Activewear, P Denim, ...



Brands chosen at past editions: Bleu Citron, Super Minus, Cèucle, Perifit, Observe Montessori, Jorgen House, Pater, Maison Géant, Adorabili, Doucea, Les Mini Confettis, Mamie Stella, Yeye, 900.care, Oûcollie, Studio Marmots, Boome, Mini & Humble, On Behalf, ...

BUYERS FROM AROUND THE WORLD CAN'T WAIT TO MEET YOU

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.



+ 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'RE COMING TO THE SHOW:

Smallable (France), Selfridges (UK), Mytheresa (Germany), Isetan Mitsukoshi (Japan), Neiman Marcus (USA), KaryMarket (South Korea), SSense (Canada), Galeries Lafayette (France), Kids 21 (Singapore), Al Tayer - Harvey Nichols & Bloomingdale's (UAE), Kids Department (Netherlands), Babyshop Group (Sweden), SMOL (Lebanon), 248 (Spain), Answear (Poland), Globus (Switzerland), The Wonder Years (Belgium), Pei Pei (Taiwan), Little Nordic Baby (China), Magasin du Nord (Denmark), Le Bon Marché (France), Bergdorf Goodman (USA), Fenwick (UK), Little Ground (South Korea), MamaPapa (Australia), Mimamai (Italy), Shan and Toad (Saudi Arabia), Scout & Co. (UK), Shinsegae Department Store (South Korea), The Front Shop (USA), CookieDough (Lebanon), Anna Pops (Belgium), Yellow Flamingo (France), Les Ptits Mosius (Canada), Obebe (Japan), MamaOwl (UK), ForetForet (South Korea), ...

COMMUNICATION THAT PUTS YOU IN THE GLOBAL SPOTLIGHT



- Artful and targeted newsletters that promote our brands, industry news, 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, Design Hunger, Lemon Magazine, Fashion Network, Ninsmoda, Pirouette, and many more.
- The strongest community of any trade show on social media, with more than 89,000 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.



OUR PRICES

300€/SQM + 175€
(registration fee + insurance)

REGULAR BOOTHS

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.*

Fair prices that are 2 to 3 times less than other major events in Paris.

*For more sqm, please contact our Sales Team.

YOUR BOOTH INCLUDES:

- Walls
- Furniture
- Lighting
- Public wifi
- Playtime signage with your brand name and booth number
- An area manager to help you during the show
- Storage area

OPTIONAL COSTS:

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

NEW NOW
NEW NOW
NEW NOW

Only for show first timers with up to 60 products. Your booth includes electricity, furniture, public wifi.*



*For more information about Singular and New Now areas, please contact our Sales Team.

1,800€
+ 175€
(registration fee
+ insurance)

singular

Only for new labels with less than 10 items. Your booth includes electricity, furniture, public wifi.*



*For more information about Singular and New Now areas, please contact our Sales Team.

935€

THE BIG
SMALL
SHOW

THE BIG SMALL SHOW



WWW.ILOVEPLAYTIME.COM



Event Director - Chantal Danguillaume
chantal@iloveplaytime.com



Sales Manager - Floriane Sirakian
floriane@iloveplaytime.com



Sales Manager - Diana Collette
diana@iloveplaytime.com



Communication & Digital Marketing Director
Caroline Descamps
communication@iloveplaytime.com

+ 33 1 75 85 85 43