



ALL YOU NEED TO KNOW

PLAYTIME
PARIS

THE BIG
SMALL
SHOW



Leader and global reference in the kid's market thanks to its trade shows around the world, Playtime welcomes nearly 600 brands each season to its trade shows, while on its B2B ordering platform, OrderWizz, brands and buyers enjoy buying and selling all year long. Playtime is an international community that remains human sized, offering the best and most inspirational business experience in the kids' fashion, lifestyle, and parenthood sector!

PARIS: EPICENTER OF CREATIVE INTERNATIONAL BRANDS



Since its debut in 2007, Playtime Paris has been a pioneer in the kid's universe. Twice a year, Playtime artfully curates a premium selection of today's top international brands for children's fashion, accessories, lifestyle, wellness, and parenthood to present their collections in the heart of Paris at the Parc Floral. With a strong identity and original offer, Playtime has evolved to be the world reference for the kid's market.

Each season, over 350 brands that are a mix of new and loyal friends exhibit at the show. In addition to this curated selection, the show features a unique scenography with work from artists, inspiring trend spaces, and The Creative Studio, as well as a rich program of events that includes trend presentations, one-on-one meetings with experts, Le dressing idéal de Milk, the Design Hunger Prizes, and new surprises each season. This all comes together to make Playtime Paris the most creative, inspiring, and unmissable trade show for professionals.

MEET WITH INTERNATIONAL BRANDS AND BUYERS IN THE CREATIVE STUDIO

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 (98k 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 you the opportunity to meet with professionals from around the world. Ranging from avant-garde brands to international must-haves, department stores to e-shops and concept stores, connect with the brands and retailers that align perfectly with your values and aesthetic.

They met there and collaborated:

Giselle et Rose with Jelly Mallow; 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 with Magnetic me and Trixie Baby; Anaïs Poggetti with Holilandlove, Natalys, Du pareil au même, Bonsoir home, and Arsène et les pipelettes; Charlene Bornard with 4 murs, Mingo Kids and Arsène et les pipelettes; and many more...

They were at the last editions:

Mytheresa (Germany), SSense (Canada), Selfridges (UK), Kihanan (Japan), Smallable (France), Het Land Van Ooit (Belgium), Kids 21 (Singapore), Kids Department (The Netherlands), KaryMarket (South Korea), Galeries Lafayette (France), SMOL (Lebanon), Neiman Marcus (USA), Answear (Poland), Globus (Switzerland), Little Nordic Baby (China), Play. (Belgium), Athlah (Kuwait), Pollyanna Kids (Andorra), Magasin du Nord (Denmark), Luisa Via Roma (Italy), Centre Commercial Kids (France), Scout & Co. (UK), Shinsegae Department Store (South Korea), The Front Shop (USA), CookieDough (Lebanon), Yellow Flamingo (France), MamaOwl (UK), ...

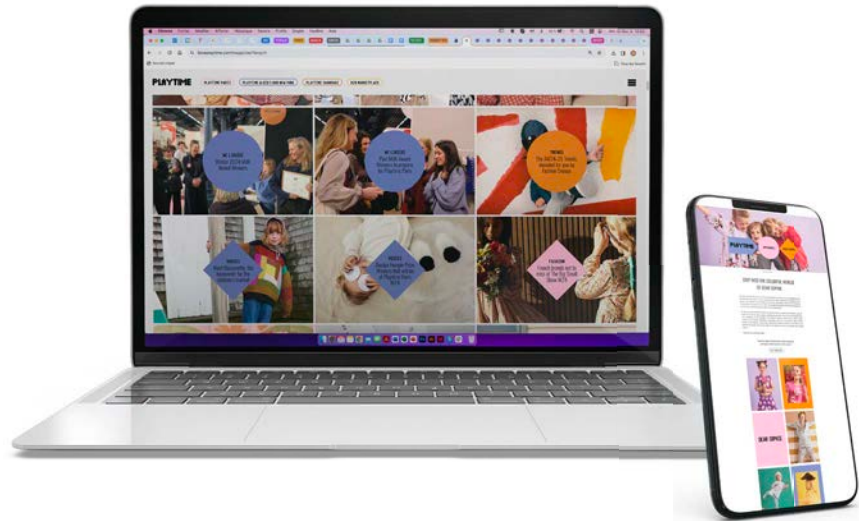
+ 4,900
qualified, professional visitors
from 66 countries

Europe 81.3%
Asia 8%
Americas 7.1%
Middle East 3.1%
Africa 0.3%
Oceania 0.2%*

*Winter 2025 figures

COMMUNICATION AT PLAYTIME MAKES THE DIFFERENCE!

Exhibiting at Playtime Paris is not only about registering for our trade show and meeting the best buyers - it's also about enjoying **UNIQUE VISIBILITY** through our international community of professionals and passionates!



+104K FOLLOWERS

the strongest community of any trade show on social media. (+98K followers on Instagram alone).

1 DEDICATED INSTAGRAM POST

about you and your work.

+20 ARTICLES

each season that highlight the exhibitors before and after the show in our own online magazine!

+10 TARGETED NEWSLETTERS

that promote exhibitors to our international community of buyers and professionals.

+17 MEDIA PARTNERS

with strong and long lasting relationships that support the communication of the show (Milk Magazine, Doolittle, Scimparello, Design Hunger, Lemon Magazine, Junior Style, Ninsmoda, and many more...)

1 PRESS OFFICE

that ensures strong visibility to international media and a warm welcome to journalists and content creators that attend Playtime Paris.

+20 INTERNATIONAL CONTENT CREATORS

invited to discover the show.



OUR PRICE

1,060€

YOUR SPACE INCLUDES:

- An artful structure to display your work
- Public wifi
- Playtime signage with your brand name and booth number
- A dedicated post on our Instagram account
- Scan App access
- Registration fees
- Mandatory insurance





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