

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 international today's top brands for children's fashion, accessories, lifestyle, wellness, and parenthood to present their 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 350 brands exhibiting, a blend of new and old friends join us each season to form the most creative, inspiring, and unmissable trade show for professionals. With its unique scenography featuring well-known artists and creative minds, trend spaces, and a rich program of events that includes trend presentations, awards by Milk Magazine and Design Hunger, workshops, and new surprises each season!

MEET WITH INTERNATIONAL BRANDS AND BUYERS 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 (92,7k followers) and spotlights in newsletters promoting the show.



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.

They were at the last editions:

SSense (Canada), Selfridges (UK), Mytheresa (Germany), Shan and Toad (Saudi Arabia), Littlehipstar (Germany), Sen-to-Sence (Japan), Smallable (France), Het Land Van Ooit (Belgium), Kids 21 (Singapore), Kids Department (The Netherlands), KaryMarket (South Korea), Galeries Lafayette (France), Neiman Marcus (USA), Answear (Poland), Globus (Switzerland), Little Nordic Baby (China), Miniampère (Italy), Jourès (France), MamaPapa (Australia), SMOL (Lebanon), Scout & Co. (UK), Shinsegae Department Store (South Korea), The Front Shop (USA), CookieDough (Libanon), Yellow Flamingo (France), MamaOwl (UK), Les ptits mosüs (Canada), ...

+ 4,700
qualified, professional visitors
from 65 countries*

Europe **84.2%**
Asia **7.5%**
America **6.1%**
Middle East **2%**
Africa **0.1%**
Australia **0.1%**

*Winter 2024 figures



OUR PRICE

815€ + 175€ (insurance and registration fees)

YOUR SPACE INCLUDES:

An inspiring area to display your work

Public wifi

Playtime signage with your brand name and booth number

A dedicated post on our Instagram account





Event Director - Chantal Danguillaume
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