



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.

A COMPREHENSIVE OFFER FOR THE WHOLE FAMILY

With a selection that includes products from newborns through teens, fashion for every occasion to a wide variety of lifestyle products, and parenthood labels that complete the comprehensive offer for the whole family, the selection at Playtime Paris stands out to buyers and professionals from around the world. With a combination of internationally recognized labels and independent designers, the distinguished offer puts sustainability, creativity and inclusion on full display.



FASHION Bobo Choses, Mini Rodini, American Vintage, Morley, True Artist, The New Society, The Bonnie Mob, Ao76, Main Story, Gosoaky, Småfolk, Caramel, The Campamento, Jelly Mallow, Bonmot, Rylee + Cru, Molo, Oilily, C'era Una Volta, Wynken, Hello Simone, Donsje Amsterdam, Repose AMS...

SHOES Veja, Pom d'Api, Tartine et Chocolat Souliers, Méduse, Angulus, Pèpè Shoes, Bisgaard, Naturino, LMDI, Bonton Shoes, Bootstock, Tip Toey Joey, Shoo Pom, EMU Australia, Blundstone, Froddo, Easy Peasy, Angulus, Anna und Paul, Bundgaard, Eureka...

ACCESSORIES Izipizi, Millow Paris, Imruby, Anatole Paris, Adorabili, Oûcollie, Cream Eyewear, Hänska, Chamaye, Mini Coquine, Le Petit Lien de Paris, Ice Watch, La Coque Française, Mini Kyomo, Gugu the hero, State Bags, Rivedroite...

LIFESTYLE Liewood, Konges Sløjd, Nobodinoz, Grech & Co., That's Mine, Nanami, Sticky Lemon, Fabelab, Vanilla Copenhagen, 7AM, CoconeH, Mooui, Linge Particulier, Asobu, ecoBirdy, O'Caou, Halcyon Night, Forivor...

TOYS & BOOKS Senger Naturwelt, We are Gommu, Urbidolls, Lässig, Toyto, Petites Pomes, Plan Toys, Le Jouet Simple, Quut, Cache Toi, Marcel & Joachim, Dimpel, Käthe Kruse, Korko, Patti Olso, Cocoonari, Ara- Creative...

WELLNESS Kerzon, Minois Paris, Lilikiwi, On Behalf, Doucéa, Marelle, Chouette Paris, Les enfants sages, Linea Mamma Baby, Ouate, Amour Tempête, Rocambale Paris, Oh, Baby! Organic Care, Kenkô Skincare, Alma Babycare...

PARENTHOOD Elhée, Perifit, Ilado, Sups, Motherwood, Noppies, Mon Petit Pois, Pater, Mama Matters, Naissance Publique, Jorgen House, Wildride, Maison Mini Wonder, You & Milk, Baby Moon Carriers, Binibamba...



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 is a space that presents brands participating at the show for the first time. Carefully selected by our team each season, this dedicated space offers them a warm welcome.

SINGULAR provides a space to 10 new labels with mono products or capsule collections. Within both spaces, each brand is able to bring to life their universe, permitting buyers to distinguish them from one another and offering them each unique visibility.



Brands featured in New Now at past editions: Li & Me, Kelly Kilby, Numi kids, Paper Boat, Unie & Co., Akwa Baby, Grown Clothing, Ito Ito, Kind Rebel, Petitmig, Chlues, My Little Freckle, Goldie + Ace, House of Paloma, Baines, Isa & Mimi, Garrules, Petite Rêverie, Margea Organic, Lilulila, Happymess...

Brands chosen for Singular at past editions: Pastèque Family, Super Minus, Nuré Nutrition, Maison Géant, Adorabili, Les Mini Confettis, Mamie Stella, Studio Marmots, Boome, Mini & Humble, On Behalf, Allmembers, Juliette et Tom, Mylo, Kalumi, Oli Undies, Max & Molly, Punchies, Petit Pli, Patata Modeler, Talou, POMY...

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.



+ 4,900

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

They were at the last editions:

Mytheresa (Germany), SSense (Canada), Childrensalon (UK), Le Bon Marché (France), LuisaViaRoma (Italy), Kol Kid (Canada), Selfridges (UK), Birdsn'Bees Concept Store (UAE), Isetan Mitsukoshi (Japan), Petits pas de Géant (France), Le Petit 100 (Turkey), Little-ish (USA), De Bijenkorf (Netherlands), Shinsegae (South Korea), Smallable (France), Baby Kochs (Germany), Cookie Dough (Lebanon), Boon JR. (South Korea), Goldfish (Belgium), Bluebelle (USA), Pollyanna (Andorra), Harrods (UK), Studio Play (Belgium), El Corte Inglés (Portugal), BabySam (Denmark), Little Nordic Baby (China), Centre Commercial Kids (France), Junior Edition (UK), Kids Department (Netherlands), Galeries Lafayette (France), Takashiyama (Japan), Lili et Nene (Japan), Cémarose (France/Canada), Mytheresa (Germany), Lo Scarabocchio (Italy), Timeless Baby (Kuwait), Farmor Ingvarda (Norway), ODD (Qatar), Kids 21 (Singapore), Zalando (Germany), 248 (Spain), Boozt (Sweden), Printemps (France), Bongenie Grieder (Switzerland), Poppy Stores (USA), MamaOwl (UK)...

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 passionate!



+104K FOLLOWER

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

+4 INSTAGRAM PUBLICATIONS

per week that introduce brands that will exhibit at the shows.

+10 TARGETED NEWSLETTERS

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

+20 ARTICLES

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

+6 EXCLUSIVE PACKS

to promote your brand to professionals and passionate thanks to a Media Pack reserved for Playtime exhibitors (additional costs).

+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 PRICES

310€/sqm² + 195€ (registration fees + insurance)

REGULAR BOOTH

Fully equipped turnkey booths that allow you to customize and create your own visual identity at your booth. Booth sizes¹ start at 4 sqms (small accessories/lifestyle collections only) or 6 sqms (fashion brands) up to 50 sqm and more².

INCLUDED:

Raw walls
Furniture
Lighting
Public wifi
Storage area (additional cost depending on volume of your boxes³)
Scan App access

OPTIONAL COSTS:

Electricity
Wall coverings and/or carpet
Additional furniture
Private wifi
Delivery/Pick up of packages to your booth
Media Pack opportunities to boost your visibility

¹ For special sizes or booth structure, contact the team.

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

³ Ask our Sales Team for more info.

SPECIAL PACKAGES TO SUPPORT UP-AND-COMING TALENTS!

2,060€

NEW NOW

Only for Playtime Paris first timers with collections around 60 products*

INCLUDED:

Easy set up structure
Backdrop banner
Electricity
Public wifi
Scan app access
Registration fees
Mandatory insurance

SPECIAL EXPOSURE before and during Playtime Paris thanks to dedicated communication like social media posts, an article on Playtime Magazine, a newsletter about first-timers...



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

1,040€

SINGULAR

Only for labels with less than 10 items*

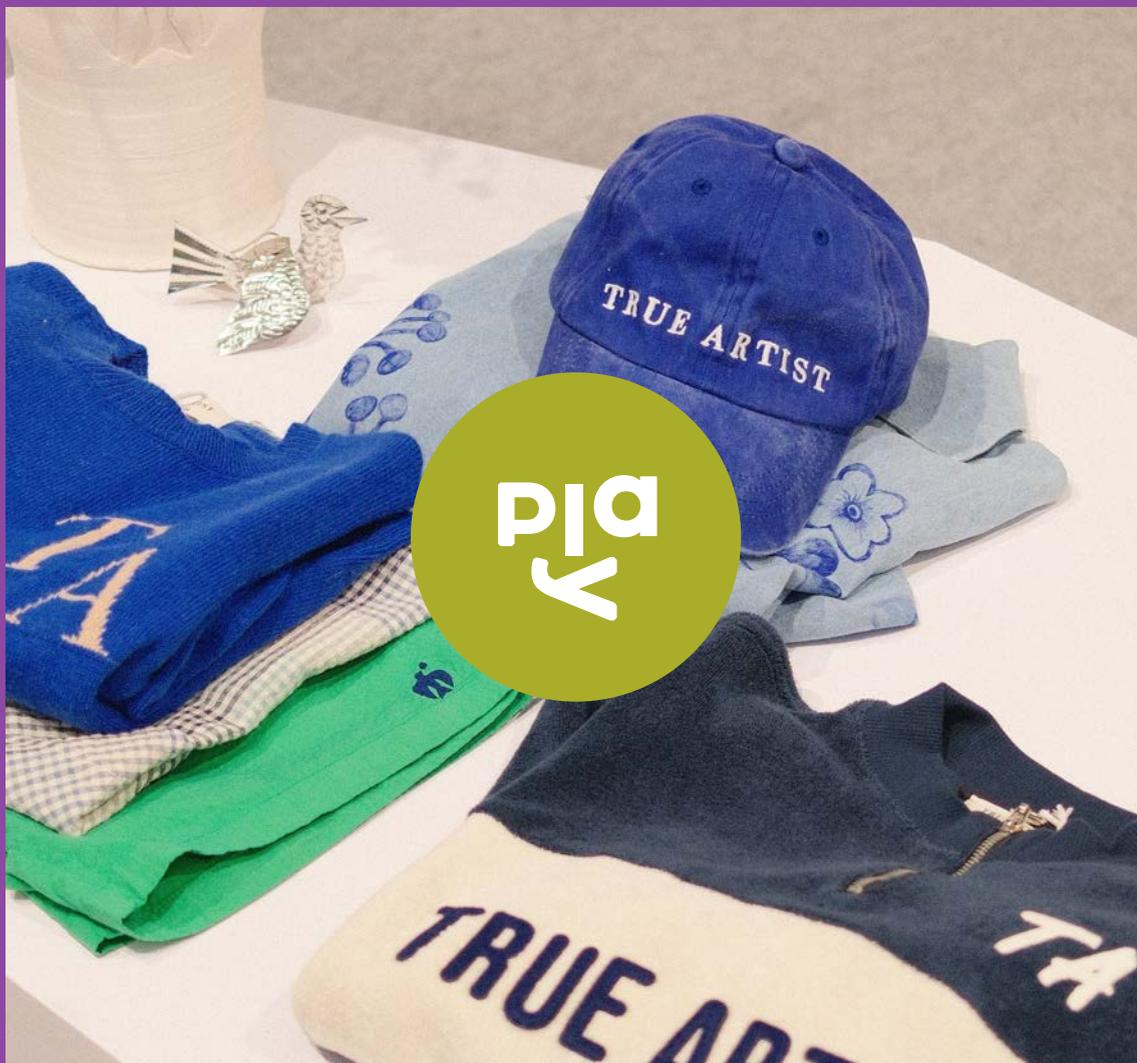
INCLUDED:

Easy set up structure
Booth signage
Shared electricity
Public wifi
Scan app access
Registration fees
Mandatory insurance

SPECIAL EXPOSURE before and during Playtime Paris thanks to dedicated communication like social media posts, an article on Playtime Magazine, a newsletter about first-timers...



*For more information about Singular, please contact our Sales Team.



Event Director - Chantal Danguillaume
chantal@iloveplaytime.com

INTERNATIONAL SALES TEAM



Sales Manager - Floriane Sirakian
floriane@iloveplaytime.com



Sales Manager - Diana Collette
diana@iloveplaytime.com

THE AMERICAS SALES TEAM



Sales Manager - Kelly Welsh
kelly@iloveplaytime.com



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

+ 33 1 75 85 85 43

www.iloveplaytime.com

