



# 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** Liwood, 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 Pommes, Plan Toys, Le Jouet Simple, Quut, Cache Toi, Marcel & Joachim, Dimpel, Kâthe Kruse, Korko, Patti Olso, Cocoonari, Ara- Creative...

**WELLNESS** Kerzon, Minois Paris, Lilikiwi, On Behalf, Doucêa, Marelle, Chouette Paris, Les enfants sages, Linea Mamma Baby, Ouate, Amour Tempête, Rocambole 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

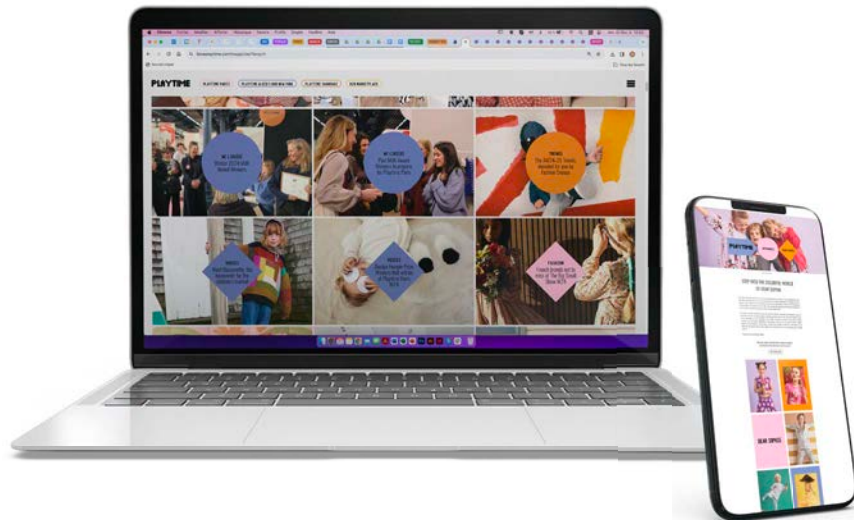
### They were at the last editions:

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 Ingvarða (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 passionates!



## +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 passionates 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€/sqm<sup>2</sup> + 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 sizes<sup>1</sup> start at 4 sqms (small accessories/lifestyle collections only) or 6 sqms (fashion brands) up to 50 sqm and more<sup>2</sup>.

**INCLUDED:**

- Raw walls
- Furniture
- Lighting
- Public wifi
- Storage area (additional cost depending on volume of your boxes<sup>3</sup>)
- 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

<sup>1</sup> For special sizes or booth structure, contact the team.  
<sup>2</sup> Fair prices that are 2 to 3 times less than other major events in Paris.  
<sup>3</sup> 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

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



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