



ALL YOU NEED TO KNOW
PLAYTIME
PARIS

THE BIG
SMALL
SHOW

ORDERWIZZ
WE ARE ON
ORDERWIZZ
BY 2024



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!

A COMPREHENSIVE OFFER FOR THE WHOLE FAMILY

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.



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, Rylee + Cru, Indee, Molo...

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, Oûcollie, Cream Eyewear, Hänska, Mini Coquine, Wunderkin, Jeune Premier...

LIFESTYLE Liewood, Konges Sløjd, Nobodinoz, Nanami, Trixie Baby, Lucas du Tertre, Holi & Love, Sticky Lemon, Garbo&friends, Fablab, 7AM...

TOYS Lama Palama, We are Gommu, Minmin Copenhagen, Louise & Gabriel, Rataam, 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 Nella, Les enfants sages, Linea Mamma Baby, Ouate...

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



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 12 brands participating at the show for the first time. The selection is made by a different expert each season... **SINGULAR** offers a space to 10 new labels with mono products or capsule collections. Each brand is able to create their own space, permitting buyers to distinguish them from one another and offering them each unique visibility.



Brands featured at New Now 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, Goldie + Ace, House of Paloma, ...

Brands chosen at Singular in 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, Allmemberz, Charlie Banana, ...

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.



+ 4,700

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

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), ...

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!



+10

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

6

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

+99K

the strongest community of any trade show on social media. (92,650 followers on Instagram alone).

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...)

4

weekly Instagram publications that introduce brands that will exhibit at the shows.

+20

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

1

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

OUR PRICES

300€/sqm² + 175€ (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* start at 4 sqms (small accessories / lifestyle collections only) or 6 sqms (fashion brands) up to 50 sqm and more**.

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

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

INCLUDED:

- Raw walls
- Furniture
- Lighting
- Public wifi
- Storage area (additional cost depending on the volume)

OPTIONAL COSTS:

- Electricity
- Wall coverings and/or carpet
- Additional furniture
- Private wifi
- Delivery / Pick up of packages at your booth
- Media Pack to boost your visibility
- Visitor's scan app service

SPECIAL PACKAGES TO SUPPORT UP-AND-COMING TALENTS!

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

NEW NOW

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

INCLUDED:

- Easy set up structure
- Backdrop banner
- Electricity
- Public wifi
- Free visitor's scan app service

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.

815€ + 175€ (registration fees + insurance)

SINGULAR

Only for labels with less than 10 items*

INCLUDED:

- Easy set up structure
- Shared electricity
- Public wifi
- Free visitor's scan app service

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.



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