



PLAYTIME

PARIS

JANUARY 27-29, 2024

PARC FLORAL

**REPORT
WINTER
2024**



This edition was dynamic, entertaining, and full of meetings, confirming the position of Playtime Paris as the leading trade show in Europe!

With more than 5,000 passionate professionals who walked the aisles of the show from January 27 to 29, 2024, we can say that the season began on a positive note and under the best circumstances!

An essential step for preparing future seasons, buyers from over 65 different countries were able to discover Autumn-Winter 24-25 collections from more than 320 international brands in an atmosphere that was friendly and refreshing. Carefully selected, the offer at Playtime this year was even further aligned with the needs of final customers.

Today more than ever, Playtime is THE place to meet for every professional in the kids' fashion and lifestyle industry.



«While having a global reach, Playtime manages to create an intimate atmosphere that is focused on an international community and offers an exceptional business experience throughout the three days of the show.»

Grethel, Founder of Design Hunger



An offer of brands unparalleled in Europe

Whether it be the feedback from buyers or the press, Playtime Paris is seen as **the largest and best selection of brands in Europe**. The must-visit show for international buyers, the winter edition welcomed a blend of **fashion brands (74%), lifestyle labels (20%), and shoe brands (7%)** coming from **41 different countries**.

Principally from Europe (with France, Spain, the Netherlands, and Denmark leading the way), there was a **prominent increase in the presence of brands from the United States** with labels like Rylee + Cru (who made their great return to Paris this season), The Sunday Collective, Misha & Puff, Charlie Banana, and the fashion and parenthood brand, 7AM Enfant. **There was also a return, though still more timid, from United Kingdom brands** like Bonnie Mob, Main Story, Caramel, Claude & Co, Mabli Knits, East End Highlanders, Wynken, and many more...

This edition was also marked by the return of agents. In support of their showrooms, they didn't hesitate to join their brands at the show and organize meetings for them at their booths.

Carefully selected by a team of experts, the brands Playtime brought together this season respond to the needs and wants of the final consumer in terms of product, design, price, materials, production, and respect for the environment more than ever before.



With the rise of multidisciplinary brands that offer both **fashion and lifestyle products** (Garbo&Friends, That's Mine, Konges Sløjd, and 7AM Enfant, to name a few), as well as brands that create collections consisting of both ready-to-wear garments and shoes (such as Donsje Amsterdam or Maison Mangostan), the varied offer is able to respond to **the growing demand from buyers** who would like to have a larger range of products in their specialized boutiques or Family Concept Stores.



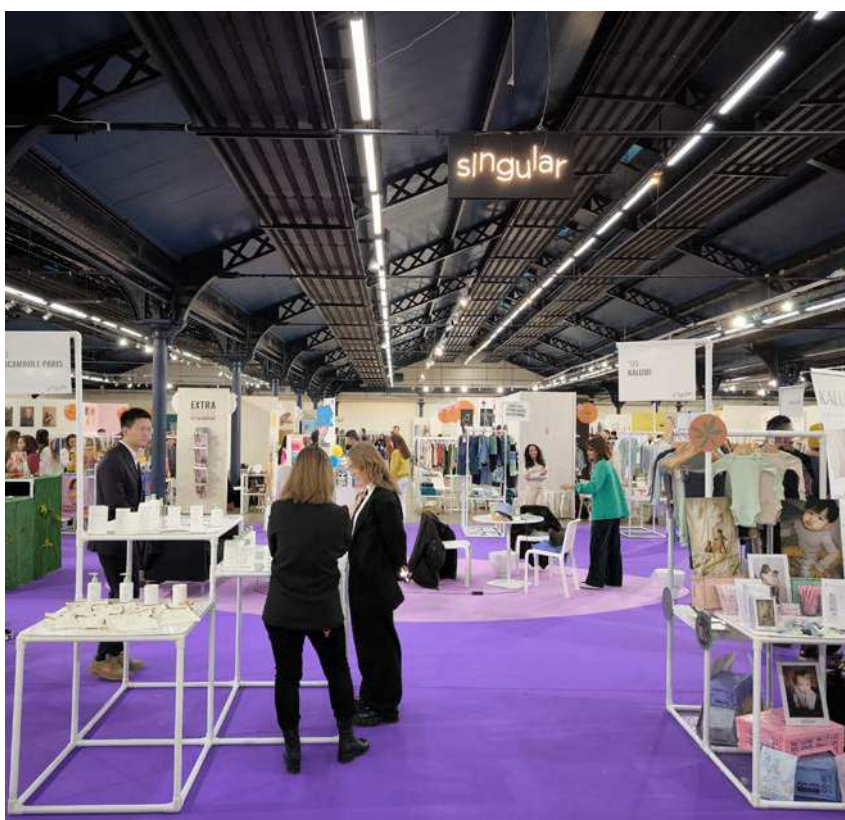
Reinforced by a dedicated area at the entrance of the show and a trend space imagined by Design Hunger to offer them a unique visibility, **the lifestyle labels are impossible to miss at Playtime Paris**, representing a selection that has evolved and continues to reaffirm its importance!

In addition to the Lifestyle Trend Space, Design Hunger gave out their **Design Hunger Prizes** for the second consecutive season. Chosen by this magazine of design addicts, **8 brands were awarded** for the following categories: **Mrs Ertha**, Best Toys & Leisure brand; **Papperlapapp**, Best Sustainable Lifestyle brand; **Patakès**, Best New Lifestyle brand; **Garbo&Friends**, Best Home & Decor brand; **Les Enfants Sages**, Best Wellness & Care brand; **Binibamba**, Best Babygear & Parenthood brand; **Sticky Lemon**, Best Accessory brand; **Raduga Gréz**, The Grand Prix - Winter 2024.

It's new, it's fresh, it's exciting: first timers in the spotlight at Playtime Paris!

With **more than a hundred new brands this season**, Playtime is an **undeniable guide for buyers**, striving to always be **more avant-garde** when selecting the brands who will be the must-haves of tomorrow. The dedicated spaces like New Now and Singular (that need no introduction!), as well as the First Timer Trend Space, have become the starting point for buyers in search of new brands.

Among them, we can cite: True Artist, Oops my boy, Zig & Star, Holmm, Romy June, Noos Concept, Du Loua, Goldie + Ace, Garrules, Petite Revery, Happymess, House of Paloma, White Rabbit Maternity, Lilulila, Pip&Henry, Poule Party, Oli Undies, Kalumi, Max & Molly, Punchies, etc...



Enjoy a glimpse at the brands who exhibited at the show...



THE LOYAL MUST-HAVES:

1 + in the Family, Bonnie Mob, Gray Label, Caramel, Mini Rodini, Bobo Choses, Bisgaard, Manuela de Juan, Maan, Konges Sløjd, Noppies, Garbo&Friends, Misha & Puff, Pèpè, The New Society, American Vintage, Nobodinoz, The Sunday Collective, Gosoaky, Pom D'Api, Ten is, Clotaire, A076, Jellymallow, Play Up, That's Mine, Veja, Wolf & Rita, Caroline Bosmans, Faïrechild, ...



THE OUTERWEAR

Faïrechild, Ver de Terre, Gosoaky, Pyrenex, Kuling, OUTnABOUT, Monterege Point, Ai Riders, Invicta, Bomboogie Kids, Töastie Kids, Petite Revery, etc ...



LIFESTYLE BRANDS:

Mooui, We are gomme, Papperlapapp, Monsieur Caca, GoBabyGO, Konges Sløjd, Senger naturwelt, Fablab, Patti Oslo, Ila y Ela, Stempels&co, Jera Mini, The cotton cloud, Zookeeper, Raduga Gréz, Atelier Pierre Junior, Dimpel, KMR Childhood, ...



ACCESSORIES TO COMPLETE OUTFITS THAT NEED A FINISHING TOUCH (shoes, jewelry, bags, ...):

Jojo Factory, Cream Eyewear, Oûcollie, LMDI Collection, Caramel & Cie, Spring Court, Collégien, Oh Clementine, Tête de Lylotte, Hanska, Gleebee, Bisgaard, Billy loves Audrey, Clueden Children Jewellery, Noos Concept, Sticky Lemon, Izipizi, ...



WELLNESS & CARE:

Alma Babycare, Punchies, Les enfants sages, LiLiKiWi, Oh, baby! Organic Care, Rocambole Paris, ...



PARENTHOOD:

Motherwood, Momset, Wildride, White Rabbit Maternity, Noppies, Babymoon carriers, Tiba + Marl, Binibamba, 7AM Enfant, Nobodinoz...



«It's a great experience! I had a very good feeling with the organization's team before arriving at the show. I like the ambience, the atmosphere, and that journalists and concept stores have come to visit. It's really great for taking the first steps into the big world of retailers. I will be back again soon!"

Allmemberz

The visitors

4,722 visitors from 65 countries

France 33.5%
International 66.5%

15% of buyers came to the show for the first time.

Notable this season, with 320 brands present, it took a minimum of 2 days for the biggest buyers to place their orders at our trade show.

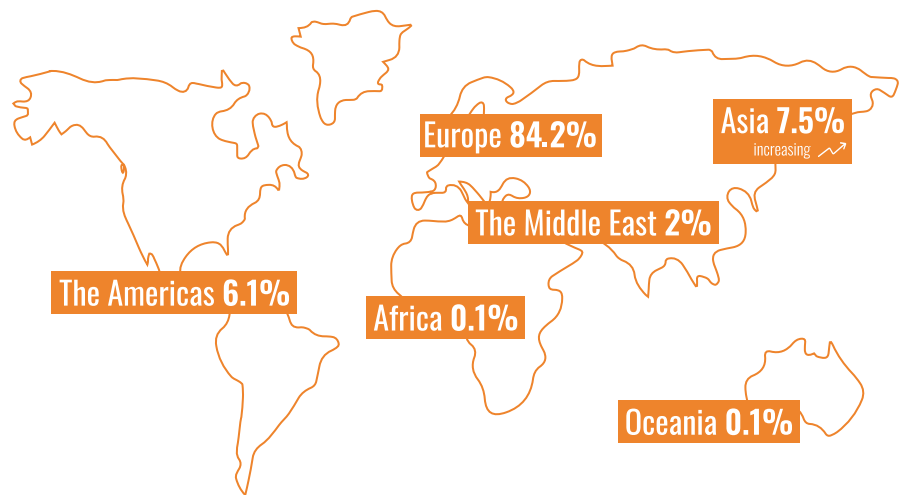


Top 10 countries (excluding France)

- The Netherlands **11.8%**
- Belgium **9.7%**
- Germany **6.1%**
- Switzerland **4.3%**
- Spain & Italy (equally) **3.7%***
- United States **2.9%**
- South Korea **2.7%**
- Japan **2.4%***
- Sweden **1.6%***
- Poland **1.5%***

* in the top 10 for the first time.

Playtime Paris: THE reference for global buyers in Europe!



Despite a complex retail market due to the global economic situation and geopolitical instability, Playtime succeeded in attracting **4,722 visitors**. Today, Playtime Paris is **the reference for children's trade shows** thanks to its **complete offer** that is unrivaled elsewhere. An essential step for buyers around the world as they prepare for next season, it is unmissable for future buyers, too. **15% of new buyers came to Paris** and visited Playtime as the starting point for their new businesses.

In Europe, a number of buyers who had yet to make their return to physical trade shows were back at last this season, most notably coming from **Spain, Germany, the Middle East, and Nordic countries**. The **major European department stores** like Le Bon Marché, Fenwick, El Corte Inglés, and Globus equally marked this edition with their presence (see the full list below).

From a global perspective, buyers from **Asia were back in full force to make up 2.5% more** of the total number of visitors than in winter 2023. The number of **visitors from the United States also increased by about 1%** this season.

There is a real necessity to return to physical events, to meet face to face, discover new brands, to touch the collections, and to feel the spirit of the times and discover the latest trends...

In decoding the behaviors of buyers this season, there is a **clear interest in new brands** (see page 4). Acknowledging their professionalism, their creativity, and the quality of their collections, buyers didn't hesitate to place orders on brand's first collections, going so far as to ask for exclusivity in their territory as they seek to **differentiate their store and offer their clientele something unique**.

In general, we've observed that Playtime Paris is THE place to be for brands and buyers to evolve their business today!

OUR FAVORITE BUYERS:

Marigold Modern Kids (USA), Magic Edition (South Korea), Pollyanna (Andorra), Play (Belgium), Billie le kid (Canada), Aotuman (China), Lille/studio (Denmark), Kihanan (Japan), MamaOwl (UK), Yay Kids (Switzerland), The Archive Store (the Netherlands), Bbambam (South Korea), Chuva de amor (Portugal), Lil Bunnies - The Collective (Kuwait), Poppy (Spain), Little Wonders (Taiwan), ODD kids (Qatar), Goldfish (Belgium), Kids 21 (Singapour), Nami Boutique (Italy), Kids department (the Netherlands), Little Wild Ones (Lithuania), Lilla Mode (Sweden)...

UNMISSABLE DEPARTMENT STORES AND BOUTIQUES THAT VISITED THE SHOW:

Galerie Lafayette (France), Shinsegae (South Korea), El Corte Inglés (Spain), Fenwick (UK), Globus (Switzerland), Le Bon Marché (France), Mytheresa (Germany), Printemps (France), Maisonette (USA), Babyshop Group (Switzerland), Cookie Dough Boutique (Lebanon), Zalando (Germany), Smallable (France)...



« I love being here, it's the first time I'm visiting Playtime Paris. I have gone to the New York show many times, but we like the selection of brands in Paris and meet a lot of them that we can't often see in New York. We know that the brands here really resonate with our customers. We love Western European and Nordic fashion, and our clients come to Maisonette looking for these brands.»

Dalia Seltzer, Maisonette (US)



OrderWizz, the essential tool to prepare for the trade show...

OrderWizz* was the essential tool for buyers before they visited the show, as well as for brands during it. This unprecedented marketplace enables buyers to **prepare their visit by contacting brands** directly and **discovering new brands** before even setting foot at Playtime Paris. Then at the show, they can solidify their selection as they explore the collections in person. As for the brands, more than 60 of them had their showroom online and used OrderWizz as their **main ordering and CRM tool**.

Thanks to its established reputation and a reinforced communication effort at the show, OrderWizz has never inspired more interest.

*The first B2B ordering platform dedicated to the kids' fashion and lifestyle universe, launched several years ago by the organizers of Playtime and Kid's Hub.

Press & influencers

Playtime Paris is an **inspiring meeting place** for all types of professionals, welcoming more **journalists, editorial stylists, photographers, and content creators** each season in addition to the brands and buyers.



They visited the show this winter:

Milk Magazine (FR), Little Magazine (FR), Lemon (PT), Design Hunger (PT), Doolittle (FR), Scimparello (IT), Kinda Magazine (DE), Textilia IT Press (IT), Journal Cubocci (JP), Kids Magazine (FR), Magie des Enfants (ES), Luna Magazine (DE), Marie Claire Enfants (FR), Ninsmoda (ES), Maison Créative (FR), Magic Maman (FR), Home (FR), Kateigaho (JP), Simple Thinks (FR), Kids à la mode (USA), Leather Fashion Design (FR), Pirouette (UK), First Channel (GE), Catchwalk (ES), Textilia Itt Press (IT), La petite fabrique (FR), Original Magazine (UK), @karenlebrati (FR), @emily_luisa_and_me (DE), @vertparadis_ (FR), @conbotasdeagua (ES), @anna.m.sanz (FR), @mariamontane_ (US), @joliemhome_ (FR), @lelabodefif (FR), @anhwise (FR), @justine.bond (FR), @loismoreno.diary (ES), @alexandrakirchs (FR), @heleneredolfi (FR), @lauraturbet (FR), @olivalclauca (ES), @joniandthelads (UK), @lilyrose (FR), @aliciamechani (FR), @eleripeleri (EE), @nos.vies.en.rose (FR), @hellofrenchmama (FR), @anna.m.sanz (FR), @thejnr (DK), @b_mom (ES) etc...



"I think that the offer at Playtime Paris is second to none! Playtime Paris really has everything, from new perfumes made especially for children to first bras for adolescents, not to mention baby products and unique lifestyle brands like Papperlapapp. There are hundreds of amazing fashion collections, and a great selection of giftables. It's always brilliant to add giftables to a store's offering! The range of brands is simply incredible!"

Katie, Pirouette/Directory

MilK Awards

After having explored the aisles of the show and discovering a number of new brands, the team at Milk Magazine awarded two brands with their **Grand Prix** and **Crush Awards**.

GRAND PRIX AWARD : HELLO SIMONE



CRUSH AWARD : LITTLE BOOMERANG



Among the Autumn-Winter 24-25 collections, the editorial team fell in love with the ecological and virtuous approach of the brand Little Boomerang who upcycles old adult shirts to create complete collections for boys and girls.

The French brand Hello Simone, who previously won a MilK Award in 2016, was awarded this season with the Grand Prix Award. The editorial team has been following this brand since its beginning, and simply loved their new collection inspired by the wonder of England in the 70's.



«It's an amazing recognition of our work to win the MilK Crush Award! It's really a dream come true. Milk Magazine is one of the leading magazines for us style-wise, and it's great to be rewarded and seen as their Crush brand. We are really happy!»

Little Boomerang



Organizations supporting brands: Cenit, Promas, Défi, Entreprise Georgia, ICEX, From Portugal.

Our partners: Baby&Junior, CWB, Design Hunger, Directory, Doolittle, Junior Style, Kids à la mode, Lemon, Luna, Magie des Enfants, Marie Claire Enfants, Milan, Milk Magazine, Milk Kid's Collections, Ninsmoda, Petit Style, Pirouette, Scimparello, Fashion Snoops.

BRAND APPLICATIONS OPEN MARCH 7!

PLAYTIME
PARIS
JUNE 29 - JULY 1, 2024

PLAYTIME
KID'S HUB
NEW YORK
JULY 28 - 30, 2024

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