



PLAYTIME PARIS

REPORT
JANUARY 25-27, 2025



THE CENTER OF BUSINESS FOR ALL BRANDS AND BUYERS IN THE KID'S MARKET

It was in an **atmosphere that was professional, positive, joyful, and more business-focused** than ever that the 34th edition of Playtime Paris took place this winter. The trade show stands out as a **trustworthy place for the major actors in the market** to come together, **envision new opportunities**, and continue to imagine the future of the industry.

The show was buzzing with the energy of more than **4,900 international professionals** and **290 brands** presenting their Autumn-Winter 25-26 collections. The season's buzzwords **"OPEN YOUR MIND, THINK DIFFERENT, THINK BIG!"** set the tone for this edition from the entrance to every aisle of the show!

Playtime Paris was the **ideal place to start the season**, as it offered a space to find inspiration for curating the best offer and the opportunity to meet brands who exhibit year after year as well as a large selection of new labels. **The networking taking place throughout the show was omnipresent**, whether between brands and buyers or amongst buyers from different retailers. Everyone was gathered to **work together in a positive way to find solutions, new opportunities, and assert their position within the market.**

Thanks to a more varied offer in terms of style and price that was carefully selected by our team of experts, **Playtime Paris responded to the needs of buyers and final customers today**, as well as to the requirements of the current market.

With the presence of key international buyers and essential brands as the most prominent participants, Playtime was once again **the vital, quality meeting place for the kids' fashion and lifestyle industry!**

A REAL MEETING BETWEEN SUPPLY AND DEMAND

Thanks to more than 290 brands— of which 72% were fashion and accessories, 14% shoes, and 14% decoration, toys, leisure, wellness, care, child development, and parenthood— coming from 37 different countries, Playtime Paris gathered a complete, high quality, broad offer that responded to the ever-evolving needs of buyers.

With 78% of loyal exhibitors, the trade show remains the top choice for the major actors in the market who demonstrate that B2B distribution still has bright days ahead...

To keep the selection fresh and exciting, our team also unearths the must-have brands of tomorrow from around the world that are sure to please buyers in search of a refreshing offer.

A majority of the brands present were **European**, led by **France, Spain, the Netherlands, and Denmark**. Nevertheless, they left room for brands from the **United States** to enter the list of Top 10 countries represented at the show.



This season, professionals were impressed by **colorful collections with bold patterns, innovative designs, and everyday products** that combine creativity and inventiveness, all of which were associated with a **functionality that is always more prevalent!**

Must-have brands, brands that cover every need, new brands to follow, unmissable accessories to take looks to the next level, brands who accompany customers big and small in their daily life... **all the essential products families love were at Playtime Paris to the satisfaction of buyers!**



👕 A NON-EXHAUSTIVE OVERVIEW OF THE BRANDS AT THE SHOW: Molo, Bobo Choses, ecoBirdy, Konges Sløjd, Toyto, Pyrenex, Mini Rodini, MarMar Copenhagen, Alma Babycare, Senger Naturwelt, Rivedroite Paris, We are gomme, The New Society, Fabelab, Wheat, Remix Girls, Okky Eyewear, Avery Row, Halcyon Nights, 1+ in the family, Gosoaky, Dimpel, Hänska, 26 Paradis, Yaarn, American Vintage, Mini Kyomo, Amour Tempête, Patti Oslo, Billy loves Audrey, Ambosstoys, Momohanipopo, Petites Pommes, State Bags, Montereaggi, Binibamba, True Artist, Jelly Mallow, Fliink, Sticky Lemon, Wynken, LiLiKiWi, Paade, Gray Label, Tangerine, The Campamento, Sproet & Sprout, Maan, Cos I said so, Mipounet, Maison Mangostan, Hello simone, Misha & Puff, Studio Noos, Caramel, Baje Studio, Minimalisma, 7AM, Flöss, Serendipity Organics, Indee, Main Story, Ao76, The Sunday Collective, Rylee + Cru...

👟 A PREMIUM OFFER OF SHOES

The trade show is also the preferred event for **shoe brands who want to meet an ever-increasing number of qualified buyers**, with exhibitors including Blundstone, Veja, Bisgaard, Angulus, Pom d'Api, Bundgaard, Donsje Amsterdam, Tip Toey Joey, Maa, Du Loua, Méduse, Pèpè, MP Denmark, Manuela de Juan, Eureka, Collégien, Tartine et Chocolat, Bopy, Igor, Boatilus, Amigos Footwear, Nicolas, Easy Peasy, Alwero, EMU Australia, Froddo, GBB, Silly Silas, Ocra, Shoo Pom, Bonton shoes...



“Our visit to Playtime Paris was incredibly inspiring and exciting! We had hoped to discover new trends in the shoe sector, new collections, and new brands - and our wishes were fully fulfilled! As a boutique specialized in shoes, we went to Playtime to expand our horizons. The variety we found at the show was amazing! We were particularly impressed by the colors of the collections and the chosen materials that create durable and desirable pieces. The exchanges with brands were enriching and stimulating. We have returned with new shoe models that we can wait to show to our clients!”

Eva, founder of Patschfuß Kinderschuhe (Berlin, DE)

♥ THE AW25-26 COLLECTIONS OUR TEAM LOVED: Toyto, Main Story, Repose AMS, Studio Noos, Weekend House Kids, Rivedroite Paris, Chlues, 26 Paradis, Binibamba, Misha & Puff, Amour Tempête, Brunobruno Nation, Indee, Gugu...



FIRST TIMERS IN THE SPOTLIGHT

Playtime Paris has always been avant-garde, showing buyers a unique offer each season thanks to new brands joining the selection.

Through spaces like **New Now**, **Singular**, and even **their own dedicated trend space**, the **22% of brands exhibiting for the first time benefit from special visibility**.

Among them: Rivedroite Paris, Blundstone, Kid Story, Brunobruno Nation, ecoBirdy, My Little Freckle, Pastèque Family, Stick me baby, Talou, Chemin Secret, EMU Australia, Poumpoum Kids, O'caou, Maaath Kids, State Bags, Maison Phau, Lemom &pie, Mumzers, Californian Vintage, Okky Eyewear, Self-Portrait, Hirsch-Natur, Toyto...



"As the world leader in the children's market, Playtime is THE must-attend trade show for meeting professionals in the sector and showcasing our products. The experience was incredible! The atmosphere was amazing, and the Playtime team really supports young brands! It was a real pleasure to speak with curious, enthusiastic buyers that are open to innovation. The cherry on top: we were surrounded by the coolest neighbors at the show."

O'caou



A VISITOR LIST THAT WAS QUALIFIED, INTERNATIONAL, AND GROWING



4,914 VISITORS FROM 66 COUNTRIES

**FRANCE 25%
INTERNATIONAL 75%**

This edition welcomed **more than 4,914 visitors** (a figure that sharply increased compared to the summer 2024 edition) coming from **66 countries**.

The event was especially marked by a **business-focused atmosphere** and a number of **orders placed on site**, encouraging buyers to spend several days at the event. Main buyers in the industry made the trip, as well as more and more international buyers and a number of **buyers from high-end/luxury boutiques or groups**.

From a geographical point of view, we saw an increase in buyers coming from the Middle East, Asia, and the United States.

20% of buyers stepped foot in the aisles of the show for their very first time. For some of them, Playtime Paris was their **starting point for launching their business**. Other **well-established boutiques in the shoe universe, luxury, and even concept stores** were also at the show to **enrich their offer with new brands and new product categories**.

GLOBAL DISTRIBUTION OF VISITORS

Europe 81.3%
Asia 8%*
The Americas 7.1%*
Middle East 3.1%*
Africa 0.3%
Oceania 0.2%*

**an increase in visitors from these continents*



TOP 10 COUNTRIES (EXCLUDING FRANCE)

The Netherlands 12.6%
Belgium 11.3%
Switzerland 6.9%
Germany 5.4%
United States 3.8%
Italy 3.6%
United Kingdom 3.4%
Spain 2.5%
South Korea 2.2%
Japan 1.7%

THEY VISITED THE SHOW

IT WAS THEIR FIRST TIME AT PLAYTIME:

Level Shoes - Group Chalhoub (UAE), LittleTags Luxury (India), Chupeteria (Japan), Bernardelli Stores (Italy), Al Garawi Kids (Saudi Arabia), Lavly (Czech Republic), Kal-opsia (Greece), Fló (Iceland), Limae (Kuwait), Piccola (USA), 7BO Kids (China), Little Women too (USA), Ma mère (Japan)...

THE UNMISSABLE:

Childrensalon (UK), LuisaViaRoma (Italy), Kol Kid (Canada), Birdsn'Bees Concept Store (UAE), Petits pas de Géant (France), Le Petit 100 (Turkey), Little-ish (USA), Baby Kochs (Germany), Cookie Dough (Lebanon), Boon JR. (South Korea), Goldfish (Belgium), Bluebelle (USA), Pollyanna (Andorra), BabySam (Denmark), Little Nordic Baby (China), Centre Commercial Kids (France), Junior Edition (UK), Kids Department (Netherlands), Lili et Nene (Japan), Cémarose (France/Canada), Mytheresa (Germany), Lo Scarabocchio (Italy), Smallable (France), Timeless Baby (Kuwait), Farmor Ingvarda (Norway), ODD (Qatar), Kids 21 (Singapore), Zalando (Germany), 248 (Spain), Boozt (Sweden), Poppy Stores (USA)...

DEPARTMENT STORES:

Le Bon Marché (France), Au Pont Rouge (Russia), Selfridges (UK), Isetan Mitsukoshi (Japan), De Bijenkorf (Netherlands), Shinsegae (South Korea), Globus (Switzerland), Harrods (UK), El Corte Inglés (Portugal), Galeries Lafayette (France), Takashimaya (Japan), Printemps (France), Bongen Grieder (Switzerland)...

“Playtime Paris is a breathtaking showcase of magnificent brands from around the world! I think that it would take me 40 days to absorb everything at the show!”

I was stunned by the cuteness in every aisle... the real highlight of my experience was meeting all the designers and teams behind my favorite brands, as well as discovering super cool new labels! The atmosphere was so positive and good-natured, the creativity and artistry on display was a great source of inspiration!”

Maria, buyer from Piccola (CA, USA)



EACH EDITION HAS SPECIAL AND UNIQUE MOMENTS!



With an **insightful conference** and **4 trend spaces** that put fashion and accessory brands, first timers, and lifestyle brands in the spotlight, these areas of the show acted as **real-life guides for buyers**. In addition to the essential focus on trends, **the show further expanded its offer of services for both brands and buyers**.

For the first time in Paris, Jane, one of the kid's market experts from Fashion Snoops, held **individual meetings to offer participants a specialized look at upcoming trends** and an **expert point of view** on products and the market in general.

At the start of every afternoon, the expert team in charge of selecting brands to exhibit at Playtime sat down with buyers in the VIP lounge to give them **professional advice as they constructed their offer**.

The press agency Kidding, a partner of the show for several years now, hosted **individual meetings with brands who were looking for advice on developing their relationships with the press and/or content creators, or on developing their visibility**.

A cocktail hour celebrated the new season on the first day of the show, gathering brands, buyers, journalists, and content creators in a friendly networking atmosphere.



PRESS AND INFLUENCERS AT THE SHOW



As a **real congregating space for all professionals**, Playtime equally welcomed a number of **journalists, stylists, photographers, and content creators**. This season also offered the occasion for them to meet with one another during a lively breakfast brought to life by the artwork of French artist Elsa Dray-Farges. It was a pleasant way to discuss the latest market news and to introduce the brands not to be missed!

They visited the show: Milk Magazine (FR), Doolittle (FR), Design Hunger (PT), Scimparello (IT), Bôme (FR), Magie des Enfants (ES), Actukids (FR), Blumenhaus (FR), Elle Kids (UK), Fashion Network (FR), Luna Magazine (DE), Petit Style (ES), Simple Things (FR), Lemon (PT), Marie Claire Enfants (FR), Maison Créative (FR), Ninsmoda (ES), Home (FR), CWB (UK), Fashion United (FR), Kinda Magazine (DE), Leather Fashion Design (FR), Pirouette/Directory (UK), Magic Maman (FR), Elle (FR), Catchwalk (BR), Cosmopolitan (FR), F Magazine (IT), Marie Claire Idées (FR), Textilia Itt (BR), Junior Style (USA), Kids à la mode (USA), and @ana.zilhao (PT), @bellacrusoe (ES), @frejatroelsen (DK), @iizasuper (PL), @wonder.andwild (DE), @justine.bond (FR), @janastacca (DE), @unepetite.touchedhar (FR), @jonianthelads (IR), @nataliaswarz (ES), @lolitaurore (FR), @b_mom (ES), @marina_decoration (FR), @mel_issab (FR), @thejnr (DK)...

"We met incredible brands, had inspiring conversations, and yet it feels like there was still so much left to see... we're already excited to come back and experience it all again!"

Bella, content creator @bellacrusoe

BRANDS PRAISED BY THE PRESS

LE DRESSING IDÉAL DE MILK

For the second season in a row, the editors of **Milk Magazine** searched the aisles of the show for the perfect products to construct their **Dressing Idéal** for Autumn-Winter 25-26.



Here are the 12 pieces they chose:

Jumpsuit - Mabli
Printed denim set - Brunobruno Nation
Crochet top - Yaarn
Knit outfit - The Bonniemob
Coat - Momohanipopo
Vest - The New Society
Long sleeve polo - Main Story
Puffer coat - The Campamento
Pants - Weekend House Kids
Sailor hat - Sticky Lemon
Wooden toy - Toyto
Decorative basket - Poumpoum Kids

Read our article about Le Dressing Idéal [here](#).

DESIGN HUNGER PRIZES

For the fifth consecutive season, the editor of **Design Hunger** awarded the Design Hunger Prizes for Winter 2025. These prizes put the spotlight on **8 exceptional lifestyle brands**.



Fabelab - Best toys & leisure brand
26 Paradis - Best new lifestyle brand
ecoBirdy - Best sustainable brand
Poumpoum Kids - Best home & decor brand
Alma babycare - Best wellness & care brand
Studio Noos - Best baby & parenthood brand
Mini Kyomo - Best accessory brand
Toyto - Grand Prix

Read the article about the Design Hunger Prize Winners [here](#)

"Playtime Paris was an absolute highlight! We reconnected with amazing people, discovered new and exciting brands, and had the pleasure of meeting the Design Hunger Prize Winners in person! It was a weekend filled with fresh creativity, inspiring conversations, and unforgettable moments"

Grethel, founder of Design Hunger

ORDERWIZZ, THE INDISPENSABLE TOOL AND COMPLIMENT TO THE PHYSICAL SHOWS

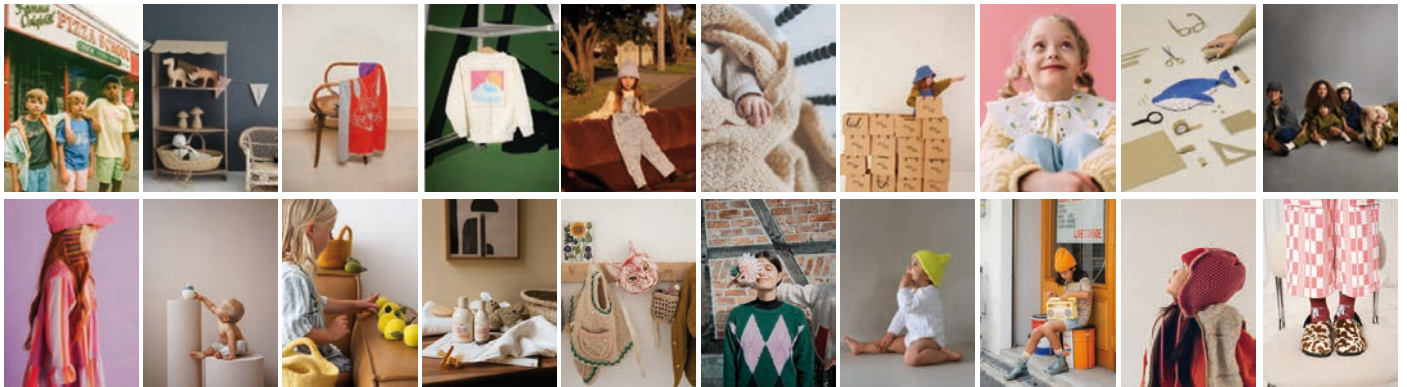


Season after season, Playtime highlights **OrderWizz**, the **B2B ordering platform dedicated to the kids' fashion and lifestyle universe**, during its shows.

OrderWizz once again made a big impact with a challenge for buyers in the aisles of the show. In a playful way, they could try out the platform and place an order in record time for the chance to win a product given as prizes from brands on the marketplace... This interactive experience convinced a number of buyers to create an account and place real orders on the platform.

About OrderWizz: In addition to its leading trade shows in Europe and the Americas, Playtime & Kid's Hub has their own B2B ordering platform partner, OrderWizz, that empowers brands and buyers to connect year round.

Bringing the power of discovery and connection offered by physical events to the digital sphere, OrderWizz connects professionals without the hassle of intermediaries or the cost of commissions.



**THE ONE-STOP B2B PLATFORM
FOR ALL YOUR BUYING**

**HUNDREDS OF KIDS' FASHION & LIFESTYLE
SHOWROOMS ALL YEAR ROUND!**

THE PARTNERS AND ORGANIZATIONS WHO SUPPORTED THE SHOW THIS SEASON: Baby&Junior, CWB, Design Hunger, Directory, Doolittle, Junior Style, Kids à la Mode, Lemon Magazine, Luna, Magie des Enfants, Milk Magazine, Ninsmoda, Petit Style, Pirouette, Scimparello, Fashion Snoops, StickerApp, Ambassade de la République d'Indonésie, Cenit, Défi, ICEX, LEPL Enterprise Georgia, Promas.



THE NEXT EDITIONS IN 2025

BRAND APPLICATIONS WILL OPEN ON MARCH 11

(find more info on www.iloveplaytime.com)

PLAYTIME
PARIS

JUNE 28-30, 2025

PLAYTIME
KID'S HUB
NEW YORK

JULY 27-29, 2025

THE
TINY
SHOW
ON TOUR
LOS ANGELES

AUGUST 3-5, 2025

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