



ALL YOU NEED TO KNOW
ABOUT THE LIFESTYLE SECTION

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, decor, toys & leisure, wellness & care, babygear, parenthood, accessories, and shoes 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.

MORE AND MORE LIFESTYLE...

30% OF BRANDS

that exhibit at Playtime offer lifestyle products like toys, decor, wellness, babygear, parenthood products, and accessories.

Since the beginning, Playtime has been recognized as a leader in the children's market for its unique curation of fashion and a vast universe of lifestyle labels.

The synergy between complementary brands offering fashion and lifestyle gives a holistic view of the children's and family universe.

We make sure lifestyle brands get the visibility they deserve by dedicating the section at the entrance of the show to them, inviting an expert to curate a trend space exclusively with lifestyle products, and making special communication on the 8 Design Hunger Prize winners each season who have stood out among the offer at the show.

Now more than ever, Playtime is growing its selection by introducing more labels that respond to the needs of the modern family.



THEY REGULARLY EXHIBIT AT PLAYTIME PARIS

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

TOYS & LEISURE: Senger Naturwelt, We are Gammu, Urbidolls, Lässig, Toyto, Petites Pommes, Plan Toys, Le Jouet Simple, Quut, Cache Toi, Marcel & Joachim, Dimpel, Käthe Kruse, Korko, Patti Olso, Ccoonari, Ara-Creative...

BABYGEAR: Elhée, Mylo., Tisu baby, Charlie banana, Mon joli bavoir, Tante reine, The cotton cloud, Petit babu, Tidy tot, Yooji, Patakès collection, Bezisa, Les p'tites merveilles de Bérénice, Dagobert, Chewies & more...

WELLNESS & CARE: Kerzon, Minois Paris, Lilikiwi, On Behalf, Doucèa, 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...

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...



THE TREND SPACE that brings to life the world of the modern family, inspiring buyer's shopping in an instant with an expertly curated selection of the season's must-have lifestyle products.



BUYERS FROM AROUND THE WORLD CAN'T WAIT TO MEET YOU

75% OF BUYERS
who visit Playtime Paris offer in their store decor, lifestyle, toys, leisure, wellness, care, babygear, and parenthood.

Playtime is the only place where you can meet with buyers specialized in the kid’s market from around the world that are coming from department stores, e-shops, concept stores, boutiques, and everything in between. Many of these buyers come in search of lifestyle labels to create a harmonious family space in their store that includes accessories, decoration, and clothing.

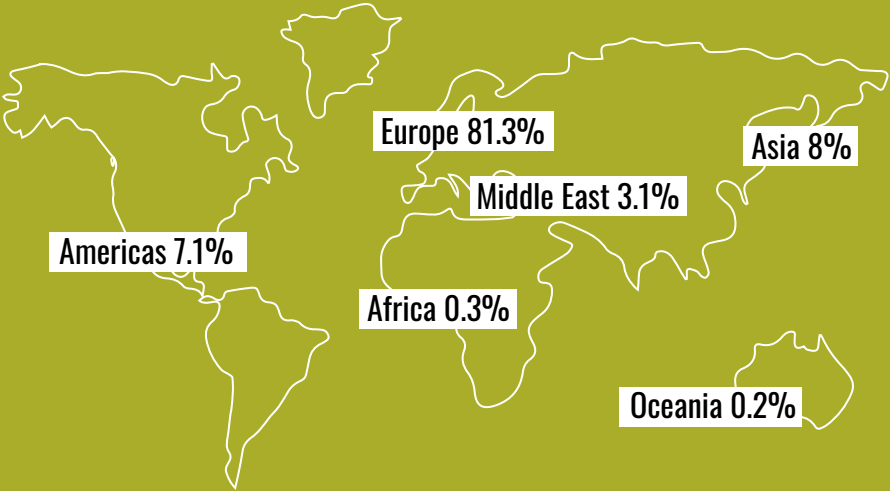
The ripple effect between the lifestyle and fashion brands at Playtime Paris offers increased visibility to both from retailers they may not otherwise meet. Brands have access to an international, multidisciplinary audience.



They regularly visit the show, buy lifestyle products and want to discover more brands: Scout & Co (UK), Baby Kochs (Germany), Les petits raffineurs (France), Little & Tall (France), Kids 21 (Singapore), Yellow Flamingo (France), Molly Mag (UK), Maisonnnette (USA), Het Land Van Ooit (Belgium), Smol (Lebanon), De Gele Flamingo (Belgium), Nuage (Switzerland), CookieDough (Lebanon), Vintage Lovers (Greece), Konfettiwolke (Germany), Mimo (Portugal), Monchou (Georgia), Little Wonders (Taiwan), Lille Studio (Denmark), The Littles (Qatar), Fleux (France), The Archive Store (Netherlands), Beetles & Bugs (Luxembourg), Le Bon Marché (France), Fenwick (UK)...

And also: Mytheresa (Germany), SSense (Canada), Childrensalon (UK), Selfridges (UK), Birdsn’Bees Concept Store (UAE), Isetan Mitsukoshi (Japan), Petits pas de Géant (France), Le Petit 100 (Turkey), Shinsegae (South Korea), Smallable (France), Boon JR. (South Korea), Studio Play (Belgium), BabySam (Denmark), Little Nordic Baby (China), Centre Commercial Kids (France), Kids Department (Netherlands), Takashiyama (Japan), Lo Scarabocchio (Italy), Farmor Ingvarda (Norway), ODD (Qatar), Kids 21 (Singapore), 248 (Spain), Boozt (Sweden), Printemps (France), Bongenie Grieder (Switzerland), Poppy Stores (USA)...

+ 4,900
qualified, professional visitors from 66 countries



TOP COUNTRIES*

- France
- The Netherlands
- Belgium
- Switzerland
- Germany
- The United States
- Italy
- The United Kingdom
- Spain
- South Korea
- Japan

*Winter 2025 figures

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 FOLLOWERS

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

sent to buyers and professionals to promote exhibitors from all sectors of the show.

+20 ARTICLES

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

8 PRIZES

just for lifestyle brands selected by Design Hunger that receive special communication including articles and social media content.

1 TREND SPACE

dedicated to lifestyle brands that inspires buyer's shopping.

+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, Milk Décoration, Design Hunger, Doolittle, Scimparello, 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 sizes* start at 4 sqms (small accessories or lifestyle collections only) or 6 sqms (fashion brands) up to 50 sqm and more.

INCLUDED:

- Raw walls
- Furniture
- Lighting
- Public wifi
- Storage area (additional cost depending on volume of your boxes**)
- 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

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

** Ask our Sales Team for more info.





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