



PLAYTIME FAIR

REPORT
JUNE 28-30, 2025



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PLAYTIME PARIS: A COMPLETE EXPERIENCE AT THE HEART OF THE MARKET

From June 28 to 30, the 35th edition of Playtime Paris confirmed its role as the **leading international trade show for kids' fashion and lifestyle**, bringing together **nearly 260 brands from 37 countries** and close to **4,000 professional visitors from 72 countries**.

Playtime Paris is the essential ecosystem for all professionals in the children's universe. A meeting place where people come to discover, understand, exchange ideas, and leave with much more than collections: they walk away with a vision, connections, a big dose of inspiration, and solutions for their business.

This season, the team's carefully selected offer precisely **met the needs of buyers**. It was a **perfect mix of established brands and new talents, creativity and functionality, craftsmanship and avant-garde designs**, together covering **all the needs of children and their parents**.

With an **enriched program** that went well above traditional buying, the show offered a **professional, creative, and strategic immersive experience** that consisted of **trend spaces, personal meetings with experts on press/influencer relations and trends, workshops for kids**, and even a **festive cocktail party**. These were all opportunities for professionals to enrich their way of thinking, refine their positioning, and build long-lasting connections.

All in all, with an increasingly qualified **international visitor base**, Playtime Paris has once again asserted itself as **the must-attend event of the season for building, standing out, and promoting your brand on a global scale**.

THE ULTIMATE DESTINATION FOR BUYING SS26 COLLECTIONS



The Playtime team selected nearly **260 brands** from **37 countries**, of which **70% were fashion and accessory brands**, **15% shoe brands**, and **15% decor, toys, leisure, wellness, care, child development, and parenthood labels**. These brands made up a **complete offer** that was **eclectic, inspiring, and responded to the needs of buyers** seeking the right selection that is aligned with current lifestyles and market realities.

Playtime saw **64% of loyal exhibitors return this season**, confirming the trade show as **the reference for B2B distribution**. The other **36% of brands** were participating at the event for their first time, demonstrating the **strong momentum of the market**.

From a geographic point of view, this edition was principally made up of **European labels**, mostly from **France and Spain**, followed a little further by **Danish and Portuguese brands**.

Buyers appreciated the offer that **mixed newness and classics, artisanal expertise and daring designs, functionality and creativity**, and which resulted in a range that covered **all the needs and occasions for children and their parents**.

These 3 days were a **vital opportunity for established and new brands to connect**, meet buyers, discuss their challenges, and find solutions in a market that is always changing.

THEY WERE AT THIS EDITION:

Molo, Mini Rodini, Bobo Choses, Veja, A076, 1+ in the family, Konges Sløjd, Angulus, American Vintage, The New Society, MarMar Copenhagen, Pom d'Api, Nobodinoz, Minois Paris, Tinycottons, Bonton, Mooui, Scotch & Soda, Lassig, Petit Pan, We are gomme, Liewood, The Campamento, Donsje Amsterdam, Lilies & Roses, La Canopée, Anzy Home, Piupiuchick, Maan, Flöss, Morley, Baje Studio, Wolf & Rita, Méduse, Bopy, Falcotto, Naturino, True Artist, Igor, Studio Koter, Maison Mangostan, Jellymallow, Pèpè, Sunchild, Indee, Arsène et les pipelettes, Lison Paris, Mabli, Mrs Ertha, Gingersnaps, The Sunday Collective, Loir Paris, Småfolk, Paade Mode, Wynken, Fliink, Gray Label, Weekend House Kids, Ocra, Tip Toey Joey, Wheat, Cosmosophie, Play up, Froddo, Bundgaard, Goldie + Ace, Rockahula Kids, C'era una volta, Bùho, Cozmo, Billy loves Audrey, Huttelihut, En fant, Dailyseven kids, Sofie Schnoor, Tangerine, Patachou, Leeveje, Bebe Organic...



THEY SAID...

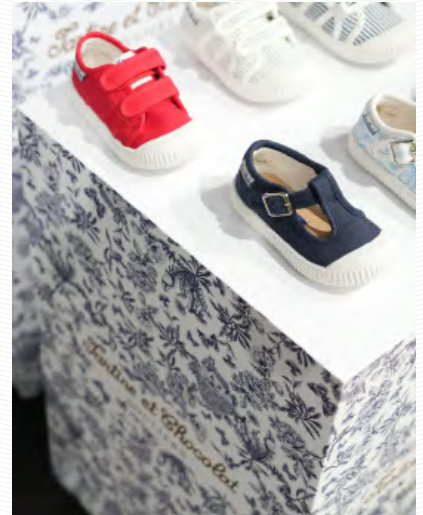
"We had an unforgettable experience at the show! It was a real pleasure to share our work with industry professionals, all of whom were drawn to the whimsy and creativity of our products."

We were also profoundly grateful for the support, recognition, and the visibility that we received through the Design Hunger Prize we won, being featured in the lifestyle trend space, and on the OrderWizz ad in the aisles."

Luè Kids

THE LEADING TRADE SHOW FOR KID'S SHOES!

Playtime Paris maintained its place as the leader in the market for children's shoes with a range of products thought of for all ages that can't be found anywhere else. This season, **more than 34 specialized brands were present** to meet an ever-increasing number of qualified buyers. From Naturino to Veja, to Pèpè, Manuela de Juan, Tartine et Chocolat Souliers, Shoo Pom, Ocra, Bisgaard, and Angulus, as well as Maison Mangostan, Pom d'Api, Méduse, Froddo, Bundgaard, and Boatilus, every style was represented, from the most classic to the most trendy, all while taking into account the highest expertise.



FIRST TIMERS IN THE SPOTLIGHT

With **36% new brands** at the show, Playtime is the place to be for discovering new labels with strong potential, as well as to meet established brands participating at the show for the first time.

This unprecedented offer benefited from special visibility through **2 dedicated spaces, New Now and Singular**, as well as a **trend space in which these first timers were put in the spotlight**.

Among them: Fille Garçon, Little Camie, Teenflo, Kupp', La Canopée, Nanamoon, Flybaby, Lilies & Roses NY, Rosé N Bach, Vero Moda Girls, House is Casa, PonPon, Anzy Home, Zoe's Bomul, Luè Kids, Tailored Stories, Lemon Hair Lovers, Belan, Conf3tti, Poco Blush, TWIMC, Club Trésor, 21 Mars, The Little Poets, Atelier Botao, Charlotte Janvier, Milk Away, Babybotte, Pipattes, Leevje, Chief Imagination Officer, Doum Mini, Toitot, Gentlee...



THEY SAID...

"It was a real pleasure to launch our brand at the trade show. The buzz around the collection exceeded our highest expectations, and the feedback during and after Playtime has been incredible. The location of our booth and the visibility offered for the "first timers", as well as all the help from the Playtime team, really made the difference! Since the show, we have already had orders from key buyers and have even signed with an agent in the United States."

Inês Camaño Garcia,
The Little Poets

A HIGH QUALITY, CONSTANTLY RENEWING, INTERNATIONAL VISITOR BASE

With **3,965 visitors** coming from **72 countries** (as compared to 66 countries last season), **Playtime Paris** confirmed its international influence. While **75% of visitors** were from foreign countries, the majority remained European, though a marked increase in visitors from Asia, the Middle East, and America was observed.

16% of buyers participated for the first time. Among them were **concept stores, department stores, and luxury boutiques** looking for new brands. The **VIP buyers that regularly visit the show** were also there, joined by newcomers from the **Middle East** (United Arab Emirates, Lebanon...), as well as **Northern and Eastern Europe** (Sweden, Denmark, Poland...).

A trend was also confirmed, as **more and more high end boutiques and luxury e-shops** continued to open up to **new offerings**, and came to Playtime Paris precisely to find them. And of course, **department stores** continue to show a keen interest in the show, confirming Playtime Paris as the **must-attend event of the season for a high quality and increasingly international professional audience**.



3,965 visitors
from **72 countries**

France 25%
International 75%

GLOBAL DISTRIBUTION OF VISITORS

Europe 79%
Asia 9%*
Americas 7.5%
Middle East 0.3%*
Oceania 0.3%*
Africa 0.2%

TOP 10 COUNTRIES (outside of France)

Belgium 8.8%
Switzerland 6.5%
The Netherlands 5.7%
Germany 5.4%*
United States 4.6%*
United Kingdom 4%
China 3.3%*
South Korea 2.9%*
Spain 2.5%
Japan 2%*
Italy 2%*
Canada 1.9%

*an increase in visitors from these continents/countries



They visited the show: Ounass (United Arab Emirates), Babyshop (Sweden), Little Ground (South Korea), Mytheresa (Germany), Luisa via Roma (Italy), Smallable (France), Kids 21 (Singapore), BabySam (Denmark), Luna & Curious (United Kingdom), Oumai Baby (China), Magic Edition (South Korea), Advice from a Caterpillar (Canada), Birds n Bees (United Arab Emirates), Biskuit (South Korea), Centre Commercial Kids (France), Het Land Van Ooit (Belgium), Junior Edition (United Kingdom), Las Hadas Del Callejón (Spain), Petit Stockholm (Sweden), Little Poetry Studio (Taiwan), Making Little Things (Switzerland), Minimarkt Store (Netherlands), Obebe (Japan), Petit (Iceland), Cémarose (France/Canada), Smol (Lebanon), The Front Shop (United States), The Wonder Years (Belgium), Rolling Kids (China), Petits Pas De Géant (France), Sarenza (France), Mon Chou (Georgia), Bibs Bologna (Italy), Junior (Luxembourg), Wijsneus (Netherlands), Bebe Concept (Poland), Babyboom (Portugal), Odd (Qatar), Alva For Kids (Spain), Hygge Kids (Belgium), El Rincon de Maria (United States)...

DEPARTMENT STORES

Galleries Lafayette (France), Globus (Switzerland), Harrods (United Kingdom), Le Bon Marche (France), Stockmann (Finland), Hankyu Department Store (Japan), Printemps (France), De Bijenkorf (Netherlands), Brown Thomas Arnotts (Republic of Ireland), Umeda Hankyu (Japan), Bongenier Grieder (Switzerland), John Lewis & Partners (United Kingdom)...



THEY SAID...

"Our Playtime SS26 buying trip was a whirlwind of inspiration, laughter, and discovery! The mood was very clear: celebrating childhood boldly, playfully, and with imagination! A playful blend of retro charm and modern ease. We loved reconnecting with our amazing partners and discovering fresh new brands we can't wait to share with our clients!"

Smol, Lebanon

BETWEEN INSPIRATION AND ACTIVATION, PLAYTIME CREATES CONNECTIONS DIFFERENTLY

In addition to a trend conference by **Future Snoops**, Playtime Paris offered an **immersive visual experience** through **four inspiring trend spaces**: two were designed around the trends **ZEST** and **ELEMENTAL** (thought of by set designer Amélie Lengrand and styled by Marie Malissen), a **lifestyle space curated by Laetitia Beuchère from Rocket Lulu**, and a **focus on first timers** featuring a selection of products from brands making their debut at the show.

In terms of services, **speed meetings with Tamara from the trend forecasting agency Future Snoops** and **personalized advice on press relations and influencer marketing by Kidding** allowed brands and buyers to refine their product strategy, their offer, and their visibility.

Among the notable new features, the **Rocket Lulu pop up** offered a shoppable vintage treasure trove, while **The Playground** provided a playful, creative space imagined by **Charlotte Janvier** for the creative kids workshops with **Lamprini**. Finally, a **festive cocktail party** brought the entire community together in a summer atmosphere to the sound of a DJ set on the first evening.



PRESS & INFLUENCERS AT THE SHOW

A true hub for professionals, Playtime brought together **journalists, stylists, photographers, and content creators** coming from around the world.

A breakfast held in the press lounge offered a private, friendly moment to exchange in a warm atmosphere inspired by the artful Moroccan way of life. It was the perfect occasion to discuss the latest market trends and highlight the show's must-see brands.



They visited the show: Milk Magazine (FR), Doolittle (FR), Design Hunger (PT), Scimparello (IT), Bôme (FR), Magie des Enfants (ES), Actukids (FR), Fashion Network (FR), 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), F Magazine (IT), Marie Claire Idées (FR), Textilia Itt (BR), Junior Style (USA), et @celinebukulow, @celmatique, @iizasuper, @ana.zilhao, @valentinavos, @closetconfession.jade, @liliinthemoon, @olivalclauca, @ninadavidson, @yin.and.eetwins, @harmony.kouame, @lolitaurore, @justine.bons, @annadja_, @annemaud_cct, @anna.m.sanz...



THEY SAID...

"This weekend, I was blown away by the richness, quality, and creativity of the collections. The brands were magnificently well-chosen and each had their own strong identity. It was a real opportunity to meet the people behind the brands. We had discussions that were warm and inspiring, and explored style, parenthood, and the eco-responsibility of each of us.

Get ready for a SS26 season that is full of surprises, with timeless twists, chic urban styles with lovely colors, beautiful folklore prints, quirky illustrations, and inspirations from different cultures!"

Yin, content creator @yin.and.eetwins

BRANDS CHOSEN BY THE PRESS

LA VALISE IDÉALE DE MILK

Following the season's theme, the dressing idéal transformed for this edition into the valise idéale for **Spring-Summer 2026**. The editorial team from **Milk Magazine** explored the aisles in search of products to pack their bags with!



Here are the 13 products they chose:

Crochet bikini - Yaarn
Jeans - Weekend House Kids
Dress - Loir Paris
Backpack - Bobo Choses
Jacket - The New Society
Sandals - Méduse
Total look - Kalinka
Shoes - Bisgaard
Baby carrier - Flybaby
Pillow spray - Gentlee
Beach toy - Liewood
Crib - Doum Mini
Blanket - Bebe Organic

Read our article about their selection [here](#)

DESIGN HUNGER PRIZES

For the sixth consecutive season, the team at **Design Hunger** has awarded the Design Hunger Prizes for Spring-Summer 2026. These prizes turn the spotlight to eight exceptional lifestyle brands.



Lué Kids - Best toys & leisure brand
Ponpon - Best new lifestyle brand
Anzy Home - Best sustainable brand
Nobodinoz - Best home & decor brand
La Canopée - Best wellness & care brand
Little Nomade - Best baby & parenthood brand
Grech & Co - Best accessory brand
Petit Pan - Grand Prix

Read our article about the winners [here](#)



THEY SAID...

"This edition confirmed Playtime as the ultimate destination for discovering the latest in kid's fashion, lifestyle, and design. The energy was electric: from playful to poetic creations, each aisle offered its share of discoveries. Once again, Playtime was a hub of creativity, connections, and wonderful surprises."

Grethel, Design Hunger



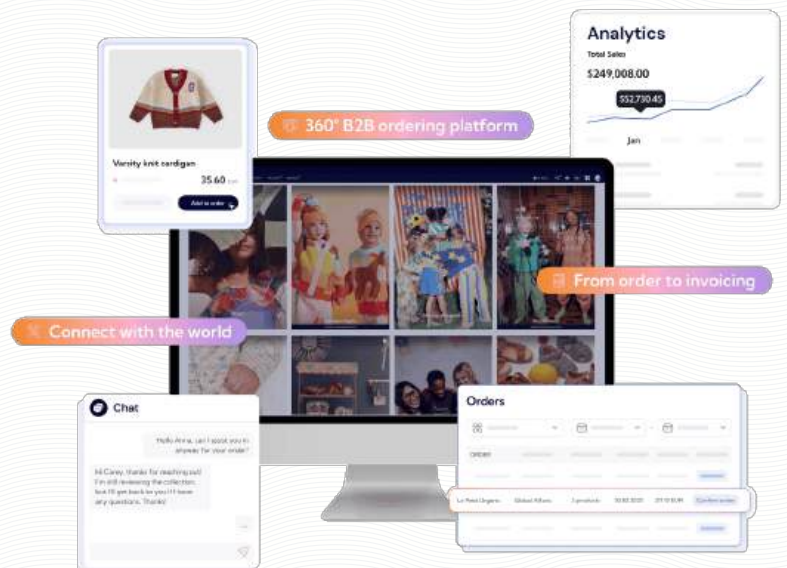
ORDERWIZZ, THE INDISPENSABLE TOOL AND COMPLEMENT

TO THE PHYSICAL SHOWS

For several years, Playtime has been showcasing **OrderWizz**, the **B2B ordering platform** partner of the event.

To boost its visibility at Playtime Paris, the platform offered buyers a fun challenge. Using a cart that traveled through the aisles of the show, buyers were invited to take on the challenge to place an order in record time for the chance to win a product offered by brands available on the marketplace. This interactive experience appealed to many buyers, encouraging them to create an account and place their first online orders.

A presentation of the platform was also given by the founder of OrderWizz, Sébastien de Hutten, to **highlight the tool's benefits for both brands and buyers** in a friendly atmosphere.



About OrderWizz: In addition to its professional trade shows in Europe and America, Playtime & Kid's Hub has its own B2B ordering platform, OrderWizz, which connects brands and buyers year-round.

By taking the experience of the shows to a dedicated digital platform, OrderWizz connects professionals without the inconvenience of intermediaries or the cost of commissions.

THE PARTNERS AND ORGANISATIONS WHO SUPPORTED US THIS SEASON:

Baby&Junior, Bôme, CWB, Design Hunger, Directory*, Junior Style, Kids à la Mode, Lemon Magazine, Luna, Magie des Enfants, Milk Magazine, Ninsmoda, Pirouette, Scimparello, Cenit, Défi, Future Snoops, ICEX, LEPL Enterprise Georgia, Promas, StickerApp.



THE NEXT EDITIONS IN 2026...



BRAND APPLICATIONS WILL OPEN AT THE BEGINNING OF SEPTEMBER

More info on www.iloveplaytime.com

PARIS

JANUARY 24-26, 2026
PARC FLORAL

NEW YORK

FEBRUARY 8-10, 2026
METROPOLITAN PAVILION



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