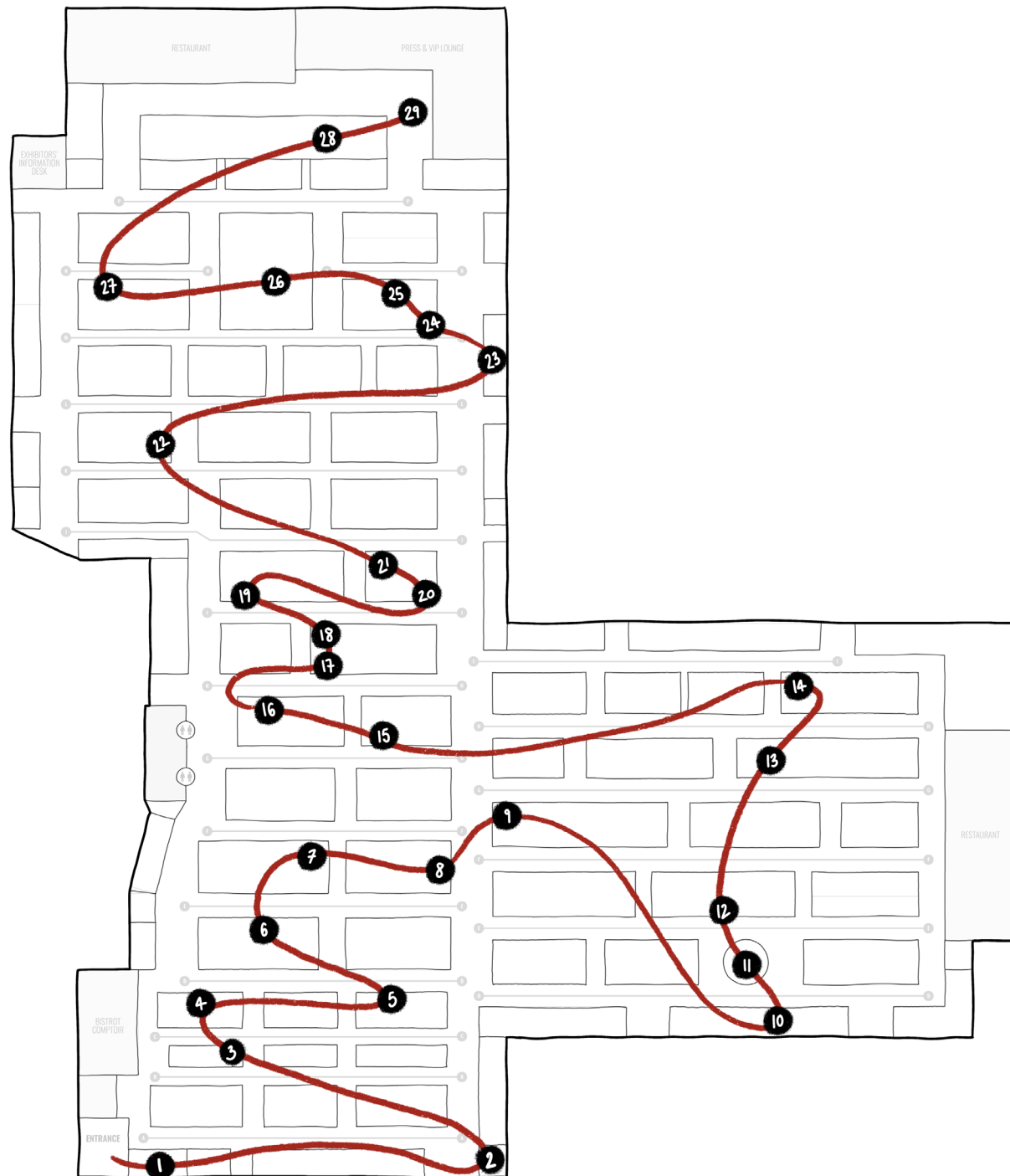


DES EXPÉRIENCES IMMERSIVES IMAGINÉES JUSTE POUR VOUS

En exclusivité cette saison, laissez-vous guider par notre Fil Rouge, un parcours fédérateur au cœur du salon. En suivant la ligne rouge au sol, découvrez des expériences inédites imaginées par les marques participantes pour révéler leur savoir-faire unique, leur héritage familial ou leurs engagements écoresponsables. Autant de valeurs qui font écho au thème de la saison, « Made With Love ».

Rythmé par des ateliers créatifs, des expositions inspirantes, ou encore des installations interactives... cet itinéraire vous invite aux découvertes.

Et si vous preniez le temps de vous arrêter à chacun d'entre eux ?



1 LIFESTYLE TREND SPACE

See what's cooking in the dream "kitchen" of Fanny Petit that features products from lifestyle brands at the show.

2 PLAYGROUND

Set your children (or your inner one!) free in a space imagined by Tiphaine, the illustrator behind Titeepex. Enjoy playing with mix-and-match characters, coloring pages, and costumes.

3 MA CABANE À RÊVES

Step into Ma Cabane à Rêves' dream magnet grocery shop, where you can choose, play, and invent as you take part in their collective fresco.

4 ANZY HOME

Play Anzy Home's "Color Fortune" game by picking a color card that will reveal a symbolic wish and receive a handmade crochet gift created from upcycled yarns.

5 4KIX

Join 4KiX's creative process by taking part in their fashion-led, interactive project that invites visitors to co-create bold accessories in a way that celebrates personal style and self-expression.

6 MARMAR COPENHAGEN

Explore the artifacts and artisans behind MarMar Copenhagen's exceptional Bolivian knitwear in an artful display.

7 SERENDIPITY ORGANICS

See, feel and touch - explore the craft of making mélange yarns and join Serendipity Organics' knitting workshop.

8 FORIVOR

Take part in a written game by adding a sentence or two to the collective story which Forivor's co-founder and illustrator, Alice, will bring to life in real time.

9 NEW NOW

Meet with a selection of first time fashion and accessory exhibitors our team thinks you have to meet!

10 PISAMONAS

Follow the journey of Pisamonas through the evolution of their iconic footwear and the growth of their own sons and daughters, as well as those of their friends and team, in their catalogues and campaigns that have always kept family at the heart.

11 VISION BOARDS

Get inspired by the dreams and predictions of our press partners.

12 BIANCA&NOË

Read reminders of how choosing a garment is a promise parents gently make to their children's future with Bianca&Noë's Whispering Cloud display.

13 SINGULAR

Interact with emerging newcomers showing off their capsule collections or mono-products.

14 BENEbene

Give new life to remnant fabrics by creating a poetic keepsake with "Le Petit B" DIY garland experience.

15 ØCRA

See the people behind each Øcra shoe via intimate photography of their hands, faces, and gestures in an exhibition that honors craftsmanship, family heritage, and the beauty of authenticity and handmade work.

16 GOLDIE + ACE

Join Goldie + Ace's Pass It On Repair Club by picking up your limited edition patch and discovering a heartfelt installation that celebrates their belief in keeping beautiful children's garments in circulation.

17 FILLE GARÇON

Take a piece of Fille Garçon's savoir-faire home with you in the form of one of their signature patches that celebrate imagination, conversation, and future possibilities.

18 WOLF & RITA

Participate in a pom-pom workshop where you'll repurpose materials and shapes from Wolf & Rita's AW26 collection to create something fluffy to take home or add to their growing wall display.

19 MINIMALISMA

Test your senses with Minimalisma's blind touch station to see if you can feel which fabric is wool and which is silk for the chance to win a gorgeous gift.

20 C'ERA UNA VOLTA...

Design your own dream C'era una volta dress that embodies the brand's timeless poetry and craftsmanship, one of which will be chosen to be transformed into a limited edition, bespoke piece.

21 KIDIWI

Discover Kidiwi Handmade's creative process in a short film and embroider your own scrunchie in celebration of craftsmanship.

22 MAISON COCO

Step behind the scenes of maison coco's creative process with an artful display that emphasizes their quiet devotion to craft, precision, and the time it takes to make things well.

23 TOMMY HILFIGER / CALVIN KLEIN / WALKEY / MORELLI

Capture the moment with an inspiring backdrop celebrating impeccable design created by Elisabet kids' footwear, and receive a special "Made With Love" gift.

24 TAILORED STORIES

Participate in a short story contest by selecting four hidden papers and writing a story inspired by them for the chance to be one of three winners who will have a real Tailored Stories product made just for them that brings their story to life.

25 EUREKA

Dive into Eureka's heritage with an exhibition of historical family photographs and original wooden molds, authentic symbols of craftsmanship and tradition.

26 FASHION TREND SPACES

Inform your buying with the fashion trend spaces designed by Amélie Lengrand and styled by Marie Malissen to bring to life trends unveiled by Future Snoops.

27 MORNING MESS THERAPY

Explore the craftsmanship behind Morning Mess Therapy's trims, from threads to Passamaneria, and step inside the making of each detail.

28 THE CREATIVE STUDIO

Connect with 12 illustrators and pattern designers presenting new motifs ready to come to life on next season's products.

29 FIRST TIMER TREND SPACE

Check out a thoughtful selection of products from first time exhibitors chosen for you to discover by our team of experts.