

PLAYTIME PARIS

REPORT
JANUARY 24-26, 2026



A VIBRANT EDITION MADE WITH LOVE THAT HELD UP PLAYTIME AS THE GLOBAL REFERENCE

From January 24 to 26, the 36th edition of Playtime Paris took place in an inspiring and decidedly positive atmosphere, making it, according to feedback from both brands and visitors, **the best edition post-Covid**. Bringing together almost **4,900 visitors** and **more than 280 brands** coming from **38 countries**, the show confirmed its position as **the leading event in Europe** and maintained its **international reputation** thanks to its selection that is unique, comprehensive, and consistently high quality.

This season was marked by a **renewed collective momentum** and a powerful theme, “Made With Love”, that championed the values of **savoir-faire, creativity, collaboration, eco-responsibility, and the transmission of knowledge**, in contrast to the rise of ultra-fast fashion. A fil rouge wound its way through the show, generating **dynamic exchanges** and **moments for reflection** in the heart of the aisles, reinforcing Playtime Paris’ committed position within the industry.

Playtime Paris once again demonstrated the **relevance of its assortment**, which was praised by buyers from around the world who were genuinely committed to traveling to the event to take action and ensure the long-term success of their businesses. In the dynamic market environment, many of these buyers found **new brands capable of replacing discontinued products**. **Numerous meetings had been scheduled prior to the show**, notably by international buyers and large accounts, placing **the Playtime selection at the heart of their strategies and their offers**, whether for permanent displays or pop-up events.

Finally, **the time allotted for speaking engagements and discussions with experts** allowed professionals to get a broader perspective on current challenges, fostering collaboration and opening new perspectives. This shared momentum confirmed Playtime Paris as the **catalyst and the unmissable event of the season** in a changing industry.

THE MOST COMPLETE OFFER IN EUROPE ALIGNED WITH BUYERS' NEEDS



280 brands (+8% compared to June 2025) coming from **38 countries**, of which **60%** were fashion and accessories, **20%** shoe brands, and **20%** decor, toys, leisure, wellness, care, baby essentials, and parenthood products, made up the **rich assortment** at the show this winter. The Playtime team has carefully crafted a **balanced offer to further meet the needs** of retailers and online stores worldwide, while also reflecting the realities of the market.

Playtime has retained 78% of exhibitors this season, confirming the show as the **reference for B2B distribution**.

From a geographic point of view, European labels have fared particularly well, with a majority coming from France and Spain, followed closely by Denmark and the Netherlands.

Playtime Paris also **strengthened its status as the leader in the footwear market** this season with a **rapidly growing offering** (Veja, Pom d'Api, Angulus, Bundgaard, Bisgaard, Tartine et Chocolat Souliers, Pèpè, Tip Toey Joey, Froddo, Easy Peasy, Maá, Igor, Naturino, Ocra, as well as Blundstone, Emu Australia, Bobux..).

The trade show also observed a marked **return to timeless brands** in response to **more mindful consumption** that favors styles that can be passed down.

The selection of **lifestyle and baby products** completed the varied, coherent offer that **covered all the needs of children and families**.

Playtime's selection was once again perceived by buyers as the most **inspiring, rich, and unique in the sector**, with brands that adapt to the needs of each of them regardless of their positioning and market.

They were at this edition:

Bobo Choses, Molo, Fub, Donsje Amsterdam, Goldie + Ace, Gray Label, Studio Noos, Main Story, Nobodinoz, Fliink, Liewood, Gosoaky, Morley, Flöss, Play up, A076, Pyrenex, MarMar Copenhagen, Konges Sløjd, Wheat, Jenest, Arsène et les pipelettes, Sticky Lemon, Favorite People, The New Society, Wolf & Rita, The Campamento, Búho, Wynken, Brunobruno Nation, Studio Koter, Gingersnaps, Mabli, Piupiuchick, Maison Mangostan, Jelly Mallow, Indee, Momohanipopo, Lil' Atelier, Scotch & Soda, Småfolk, Weekend House Kids, Baje Studio, Sproet & Sprout, Halcyon Nights, Yuki Kidswear, American Vintage, Paade Mode, True Artist, Tangerine, Mipounet, Bebe Organic, Lison Paris, Minimalisma, C'era una volta...

THEY SAID...

"The show is always very good for us, it gives us the opportunity to meet our clients and to meet new customers. It's always very important for us to be at Playtime Paris."

Suyara, Sales Manager for Tip Toey Joey

THEY SAID...

"This edition was amazing for us: we were busy from start to finish, so it was perfect!"

Marinte, International Sales Manager at Studio Noos

A SELECTION PUNCTUATED BY NEW ITEMS

Buyers appreciated **22% of new brands** that allowed them to expand their offers. With 2 dedicated areas, **New Now and Singular**, as well as a **trend space exclusively for new exhibitors**, the show maintained its position as **the destination for exclusive discoveries**.

Among them: Mini A Ture, Gang of monsters, Les pas petits, Oda London, Cub Zay, Kindred, Resbelle, Cacatoès, Semon Apartment, Petit Stella, Alma Kids, Bon Beau Joli, Iku Baby, Le chocolat des français, Bianca&Noè, Coèga sunwear, Maduko, Maru+Bo, Naobi baby, Les femmes à barbe, Huxbaby, My name is Ole, Son and Daughter, Adolia, Mr. Loutre, DL1961, Les petits architectes, Walkey, Kid's Concept, Mazzanne, Tropesa, Pine Cone, Oona Kids, Benebene, Manymonths, Calvin Klein, LouieLouie, Markey's, Fable & Bear, Prenta shoes, Dèpio, Joli Nous, Casadora Baby, Tom et Gaby, Tommy Hilfiger, Leaffae Organic Secrets...



♥ THEY SAID...

"It was our first time at Playtime Paris and everything went very well. Each detail, from the colors to the communication and the overall atmosphere, was exactly as it should be. We will certainly be here for the summer edition. We received some very interesting proposals: a French department store wants to sign an exclusivity agreement and another is equally interested, an English store loved our products and will be placing an order, and we met many others from around the world. I would say that the results have been exceptional."

Kristel Lanjouw, founder of Bon Beau Joli

TOP-KNOTCH, LOYAL, AND QUALIFIED VISITORS THAT ARE DRIVING THE SHOW'S INTERNATIONAL REACH

4,892 visitors walked the aisles of the show this season. Coming from 72 countries, 16% of them discovered Playtime Paris for the first time. With 77% of buyers coming from abroad, the majority was from Europe (81.5%), though there was a growing presence from the Americas and African countries and continued interest from Asian and Middle Eastern buyers, confirming Playtime's international reach now more than ever.

With an audience composed of concept stores, premium boutiques, e-shops, and department stores on a quest for new brands and distinctive offerings, Playtime Paris once again brought together leading buyers. Regular attendees and loyal participants were also present, demonstrating the quality and consistency of the professional audience.

Thanks to a new selection of classic and timeless brands, Playtime is now reaching new buyers in Central and South America, Spain, and Italy who are looking for this style of childrenswear.

A number of buyers specialized in footwear (from leading online retailers to local boutiques) traveled to the show to discover the ever-expanding offer at Playtime Paris.

The buyers in attendance underlined the diversity of styles within Playtime's offer as well as their quality and the wealth of new products. This genuine satisfaction was also reflected in the number of orders placed at the show. This momentum reinforces the show's position as the essential event of the season for a decidedly demanding professional audience.



They visited the show: HARRODS (United Kingdom), Level Shoes (United Arab Emirates), Babyshop (Sweden), BONGENIE GRIEDER (Switzerland), RollingKids (China), Sorelle Ramonda (Italy), DE BIJENKORF (Netherlands), Kids 21 (Singapore), Milkshakes & Dreams (Greece), Centre Commercial KIDS (France), Omarieden (Saudi Arabia), Krøyers Grønning (Denmark), Klade (United States), Pikku-Vakka (Finland), Limae (Kuwait), Studio Aimée (Belgium), My Name Is Leo (Lithuania), GALERIES LAFAYETTE (France), Obebe (Japan), Babys&kids (Guatemala), Unger (Germany), Enfance (Monaco), Birds'n'Bees (United Arab Emirates), Pei Pei Collection (Taiwan), Pollyanna (Andorra), Kinuandkotta (Japan), Scout & Co (United Kingdom), Bootz (Sweden), Mio Meraki (Netherlands), Voila bebe (Ecuador), LE BON MARCHÉ (France), Peekaboo Store (Jordan), Mytheresa (Germany), Englabörninn (Iceland), Hooray! Mexico (Mexico), Smallable (France), The Little Wooden Peg (Republic of Ireland), o-lijffe (Belgium), Vakkorama (Turkey), Nickis (Germany), Magic Place Kids (Honduras), PRINTEMPS (France), Junior (Luxembourg), Cookie Dough (Lebanon), ForetForet (South Korea), Sarenza (France), 248 (Spain), The mini spot (Poland), JOHN LEWIS (United Kingdom)...

4,892 visitors
from 72 countries

France 23%
International 77%

GLOBAL DISTRIBUTION OF VISITORS

Europe 81.5%*
Americas 7.6%*
Asia 6.8%
Middle East 3.6%
Africa 0.4%*
Oceania 0.1%

TOP 10 COUNTRIES

(outside of France)

The Netherlands 10%*
Belgium 8.4%
Switzerland 6.8%*
Germany 4.7%
United States 4.6%
Italy 4.5%*
United Kingdom 4.3%*
Spain 3.6%*
South Korea 2.1%
Japan 1.3%

* increased number of visitors from this region/
country



THEY SAID...

"I absolutely loved Playtime, it's a beautiful show that's full of heart. There were so many amazing brands, and it was such a joy to discover the collections in person. Being able to meet the makers, feel the fabrics, and connect face-to-face made this experience truly special. Incredibly inspiring, warm, and thoughtfully curated, the season's theme 'Made With Love' really shone through."

Vicky Noble, DluluKaloo, Ireland

BEYOND BUSINESS: A 360° EXPERIENCE MADE WITH LOVE



Made With Love, the season's theme, was the central thread of this edition, acting as a **unifying element between brands and visitors**. More than 20 brands brought their booths to life with **activations that put their savoir-faire, collaborations, heritage, and sustainable commitments in the spotlight in the form of creative workshops, interactive experiences, and unique exhibitions**. A resounding success, this offered visitors the opportunity to discover the often overlooked sides of a number of brands, such as MarMar Copenhagen, Forivor, C'era una volta, Morning Mess Therapy, Ocra, Ma cabane à rêves, Benebene, Goldie + Ace, Wolf & Rita, Minimalisma, Serendipity Organics, and more...



In addition to the seasonal theme, **Playtime chose to appoint its first ambassador**, selecting the photographer and mother of two **Claudia Cabrero** to debut this role. With her expert eye and unique perspective, Claudia breathed new life into the show's communication. By speaking about the show leading up to and during the event, **she shared a behind-the-scenes look at the event**, turned the spotlight to her **favorite brands**, and **celebrated the wealth of talent present**, all while **creating a direct, authentic connection with the community**.

This edition also highlighted upcoming trends in a conference hosted by **Future Snoops**, as well as through **four inspiring, immersive spaces**: two artistic areas brought to life the trends **DUSK** and **ALLUSION** (designed by the scenographer Amélie Lengrand with artwork from Elpom studio and Jeanne Goutelle, and styled by Marie Malissen), a **lifestyle space** curated by **Fanny Petit**, and a focus on **first timers** that put a selection of products from new exhibitors on display.



In terms of services, **speed meetings with Jane**, the kidswear strategist from **Future Snoops**, **personalized consultations about press and influencer relationships with Kidding**, and **brand image consulting with Grethel from Studio Unika** all gave brands or buyers the opportunity to refine their strategies, products, offers, and visibility.

The **Playground**, a playful space imagined with **Tiphaine from Titeepex**, welcomed children for creative workshops.

And of course, the unmissable **Happy Hour** brought the whole community together for a moment of sharing in a relaxed atmosphere.

AN UNMISSABLE EVENT FOR THE PRESS AND CONTENT CREATORS



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

A breakfast held in the press space and decorated by the dreamlike style of the brand Forivor offered a special moment for networking. It was the perfect opportunity to discuss the next big trends in the market and the brands at the show.

They visited the show: Milk Magazine (FR), Harpers Bazaar Kids (BR), Doolittle (FR), Design Hunger (PT), Scimparello (IT), Bôme (FR), Magie des Enfants (ES), Actukids (FR), Marie Claire Enfants (FR), Junior Magazine (UK), Maison Créative (FR), Ninsmoda (ES), Home (FR), CWB (UK), Les Echos (FR), 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), and @yin.ee.twins, @simplicite_ici, @klowai, @troisradis, @waldberlin, @b_mom, @harmony.kouame, @en_stoemelings, @paulinelemlerger, @olivalclauca, @ninadavidson, @annemaud_cct, @lolitaurora, @anna.m.sanz, and more...

BRANDS PRAISED BY THE PRESS

LE DRESSING IDÉAL DE MILK

The editorial team from Milk Magazine walked the aisles of the show in search of products to make up **their ideal wardrobe for Fall/Winter 26-27...**

Their favorite pieces were:

- A sweater from Main Story
- A costume from Kid's Concept
- A wooden toy from Toyto
- A dress from Studio Koter
- Shoes from Coucouçava
- A trenchcoat from Blue Marlin
- A toy from Done by Deer
- A dress from Paade Mode
- A sweatervest from Halcyon Nights
- A sweatervest from Kalinka
- A jacket from Piupiuchick
- A bag from Sticky Lemon

Discover their full selection in [this article](#)



DESIGN HUNGER PRIZES

Grethel, the founder of Design Hunger, awarded **eight outstanding lifestyle brands** with the Design Hunger Prizes for Fall/Winter 26-27.

- Kid's Concept - Best toys & leisure brand
- My name is Ole - Best new lifestyle brand
- Senger Naturwelt - Best conscious brand
- Konges Sløjd- Best home & decor brand
- Bonbou - Best wellness & care brand
- Done by Deer - Best baby & parenthood brand
- Petit Poirier - Best accessory brand
- Le chocolat des français - Grand Prix

Explore the prize winners further in [this article](#)



ORDERWIZZ, THE COMPLEMENTARY TOOL TO THE PHYSICAL TRADE SHOWS



Throughout the show, visitors and brands alike noticed the **B2B ordering platform, OrderWizz**, displayed in various ways.

Most notably, OrderWizz presented a playful challenge to buyers. Using its chariot that moved through the aisles, buyers were invited to try to place an order in record time for a chance to win a product offered by brands available on the marketplace. This **interactive experience** impressed a number of buyers, encouraging them to create an account and place their first real orders on the platform.

About OrderWizz: In addition to its professional trade shows in Europe and America, Playtime 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 organizations who support us:

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

Our hosts were dressed in outfits by MarMær Copenhagen with accessories from Sticky Lemon.

THE NEXT 2026 EDITIONS

BRAND APPLICATIONS OPEN MARCH 11

PLAYTIME
PARIS

June 27-29, 2026

PLAYTIME
NEW YORK

July 26-28, 2026

THE
TINY
SHOW
ON TOUR
LOS ANGELES

August 2-4, 2026

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