



ALL YOU NEED TO KNOW  
**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, 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, accessories, lifestyle, wellness, and parenthood 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 300 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.

# A COMPREHENSIVE OFFER FOR THE WHOLE FAMILY

With a selection that includes products from newborns through teens, fashion for every occasion to a wide variety of lifestyle products, and parenthood labels that complete the comprehensive offer for the whole family, the selection at Playtime Paris stands out to buyers and professionals from around the world. With a combination of internationally recognized labels and independent designers, the distinguished offer puts sustainability, creativity and inclusion on full display.



**FASHION:** Bobo Choses, Mini Rodini, American Vintage, Mini a ture, Morley, Bonton, Goldie & Ace, True Artist, The New Society, Ao76, Main Story, Cozmo, Gosoaky, Småfolk, Loir Paris, The Campamento, Li'Atelier, Tincottons, Studio Koter, Jelly Mallow, Bonmot, Scotch & soda, Flöss, Molo, Oilily, C'era Una Volta, Fith, Wynken, MarMar Copenhagen, Markeys, Hello Simone, Paade Mode, Bachaa, Donsje Amsterdam, Benebene, Repose AMS...

**SHOES:** Veja, Pom d'Api, Tartine et Chocolat Souliers, Méduse, Angulus, Pèpe Shoes, Babybotte, Bisgaard, Igor, Naturino, LMDI, Bonton Shoes, Nicolas, Tip Toey Joey, Shoo Pom, Atlanta Mocassin, Bopy, Meduse, Les pas petits, EMU Australia, Chetto, Blundstone, Froddo, Boatilus, Easy Peasy, Bundgaard, Eureka, Odra...

**ACCESSORIES:** Izipizi, Millow Paris, Imruby, Anatole Paris, Adorabili, Oucollie, Lilies & Roses, Cream Eyewear, Hänska, Lemon Hair Lovers, Chamaye, Billy loves Audrey, 4KIX, Mini Coquine, Le Petit Lien de Paris, Ice Watch, Rockahula, La Coque Française, PonPon, Mini Kyomo, Gugu, State Bags...

**LIFESTYLE:** Lieewood, Konges Sløjd, Nobodinoz, Grech & Co., That's Mine, Petit Pan, Mrs. Ertha, Anzy home, Nanami, Sticky Lemon, Fabelab, 26 Paradis, Studio Noos, Vanilla Copenhagen, 7AM, Cocone, Oda London, Mooui, Linge Particulier, Asobu, ecoBirdy, Etta Loves, Halcyon Night, Maison Bornne, Petites Pommes, Forivor...

**TOYS & BOOKS:** Senger Naturwelt, We are Gomu, Urbidolls, Lässig, Toyto, Plan Toys, Charlotte Janvier, Le Jouet Simple, Quut, Cache Toi, Marcel & Joachim, Pipattes, Ma cabane à rêves, Dimpel, Käthe Kruse, Koriko, Patti Olso, Cocoonari, Luè Kids, Ara-Creative...

**WELLNESS:** Minois Paris, Lilikiwi, La Canopée, Adolia, Doucèa, Marelle, Les enfants sages, Miss Nella, Linea Mamma Baby, Amour Tempête, Rocambole Paris, Gentlee, Oh Baby! Organic Care, Kenkô Skincare, Alma Babycare, Bonbou...

**PARENTHOOD:** Elhée, Perifit, Ilado, Sups, Mama;icious, Motherwood, Noppies, Pater, Mama Matters, Naissance Publique, Jorgen House, Momset, Milk Away, 23 Mai, Wildride, You & Milk, Rivedroite, Baby Moon Carriers, Binibamba...

**TEENS:** Indee, 21Mars, Oli Undies, Nanamoon, Teenflo, American Vintage, Maison Mangostan, Vero Moda Girls, Lison Paris, Pyrenex, Ao76...

**ILLUSTRATORS:** Mamacorp, Jessica Le Meur, Anaïs Creative Studio, Nebula Studio, Margaux Fugier, Claudia Fasser, Holy Fibers, Charlotte Priou, Flavie Surface Pattern Designer, Briagëll Perret, Emilie Gauvrit, Chloé Bersagol, Glitter Power Club, Coquillet Ketchup, Cha Cha Pop, Jelly Bean Studio

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

Being part of the Playtime community offers the opportunity to meet with buyers from around the world that are coming from department stores, e-shops, concept stores, boutiques, and everything in between, enabling you to connect with the type of store that aligns perfectly with your brand and values.



## + 4,800

qualified, professional visitors  
from 72 countries

France 23%  
International 77%  
Europe 81.5%  
Americas 7.6%  
Asia 6.8%  
Middle East 3.6%  
Africa 0.4%  
Oceania 0.1%

**BUYERS:** Mytheresa (Germany), Childrensalon (UK), LuisaViaRoma (Italy), Kol Kid (Canada), Ounass (UAE), Minimarkt Store (Netherlands), Rolling Kids (China), Whoopi (USA), Smallable (France), Baby Kochs (Germany), CookieDough (Lebanon), Boon JR. (South Korea), Goldfish (Belgium), The Front Shop (USA), Studio Play (Belgium), Little Ground (South Korea), BabySam (Denmark), Little Nordic Baby (China), Centre Commercial Kids (France), Junior Edition (UK), Birdsn'Bees Concept Store (UAE), Kids Department (Netherlands), Oumai Baby (China), Cémarose (France/Canada), Alva For Kids (Spain), Sarenza (France), Lo Scarabocchio (Italy), Timeless Baby (Kuwait), ODD (Qatar), Kids 21 (Singapore), The Wonder Years (Belgium), Zalando (Germany), 248 (Spain), Boozt (Sweden), Bebe Concept (Poland), MamaOwl (UK), Babyshop (Sweden), Magic Edition (South Korea), Advice from a Caterpillar (Canada), Biskuit (South Korea)...

**DEPARTMENT STORES:** Harrods (UK), Magasin du Nord (Denmark), Le Bon Marché (France), Isetan Mitsukoshi (Japan), De Bijenkorf (Netherlands), Shinsegae (South Korea), ABC Department Store (Lebanon), Bongénie Grieder (Switzerland), Selfridges (UK), Saks Fifth Avenue Bahrain (Bahrain), Au Pont Rouge (Russia), Printemps (France), Umeda Hankyu (Japan), El Corte Inglés (Spain), Al Tayer (Harvey Nichols & Bloomingdale's) (UAE), Galeries Lafayette (France), Hankyu Department Store (Japan), Tryano at Chalhoub Group (UAE), El Corte Inglés Portugal (Portugal), Fenwick (UK), Globus (Switzerland), Stockmann (Finland), Brown Thomas Arnotts (Ireland), John Lewis & Partners (UK), Takashimaya (Japan), Dunnes (Ireland)...

# 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 passionate!



**+107K FOLLOWERS**  
the strongest community of any trade show on social media. (+101K followers on Instagram alone).

**+4 INSTAGRAM PUBLICATIONS**  
per week introducing brands that will exhibit at the shows.

**+10 TARGETED NEWSLETTERS**  
that promote exhibitors to our international community of buyers and professionals.

**+20 ARTICLES**  
each season that highlight the exhibitors before and after the show in our own online magazine!

**+6 EXCLUSIVE OPPORTUNITIES**  
to promote your brand to professionals and passionate 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, Doolittle, Scimparello, Design Hunger, 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

## REGULAR BOOTH

**310€/sqm<sup>2</sup> + 195€** (registration fees + insurance)

Fully equipped turnkey booths that allow you to customize and create your own visual identity at your booth. Booth sizes<sup>1</sup> start at 4 sqms (small accessories/lifestyle collections only) or 6 sqms (fashion brands) up to 50 sqm and more<sup>2</sup>.

### INCLUDED:

Raw walls  
Furniture  
Lighting  
Public wifi  
Storage area (additional cost depending on volume of your boxes<sup>3</sup>)  
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

<sup>1</sup> For special sizes or booth structure, contact the team.

<sup>2</sup> Fair prices that are 2 to 3 times less than other major events in Paris.

<sup>3</sup> Ask our Sales Team for more info.

## DEDICATED SPACES FOR FIRST TIMERS

EMERGING BRANDS

**NEW NOW**

**2,060€**

### INCLUDED:

Easy set up structure  
Backdrop banner  
Electricity  
Public wifi  
Scan app access  
Registration fees  
Mandatory insurance

**SPECIAL EXPOSURE** before and during Playtime Paris thanks to dedicated communication like social media posts, an article on Playtime Magazine, a newsletter about first-timers...

\*For more information about New Now, please contact our Sales Team.

CAPSULE COLLECTIONS

**SINGULAR**

**1,040€**

### INCLUDED:

Easy set up structure  
Booth signage  
Shared electricity  
Public wifi  
Scan app access  
Registration fees  
Mandatory insurance

**SPECIAL EXPOSURE** before and during Playtime Paris thanks to dedicated communication like social media posts, an article on Playtime Magazine, a newsletter about first-timers...

\*For more information about Singular, please contact our Sales Team.

SELECTION OF 12 ILLUSTRATORS

**THE CREATIVE STUDIO**

**860€**

### INCLUDED:

An artful structure to display your work  
Public wifi  
Playtime signage with your brand name and booth number  
A dedicated post on our Instagram account  
Scan App access  
Registration fees  
Mandatory insurance



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