



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 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.

AN EXCLUSIVE SELECTION OF LIFESTYLE BRANDS

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** through a **dedicated section at the entrance** of the show. This area also features a **trend space exclusively with lifestyle products** curated by an expert. Our editorial team creates **dedicated newsletters and articles** leading up to the event, and, thanks to a strong partnership with the well-known online magazine Design Hunger, the **Design Hunger Prizes** offer even more visibility to the winners each season. Now more than ever, Playtime is growing its selection by introducing more labels that respond to the all needs of the modern family.



THEY EXHIBIT AT PLAYTIME PARIS

Life with Little Ones *(Parenthood, Wellness & Care, Baby Gear)*

Liewood, Konges Sløjd, Nobodinoz, Grech & Co., Mrs. Ertha, 26 Paradis, Studio Noos, Elhée, Naturaborn, Binibamba, Maison Bornne, Pehr, Waterplops, Milk Away, The Cotton Cloud, Rocambole Paris, La Canopée...

Playful Living *(Lifestyle & Leisure)*

Wigiwama, Casadora Baby, MinEgen, Ole, Halcyon Nights, Forivor, Walltales London, Oda London, Senger Naturwelt, We are Gomm, Minikane, Lässig, Toyto, Cocoonari, Patti Oslo, Luè Kids, OrganicEra, Woowoo London, Blue Ribbon, Pomanie, Dimpel, Noonchi Organics, Bon Bou, Cadhan, Maquis & Kids, Le Chocolat des Français, Kid's Concept, Pine Cone, Rose n'bach, Casadora Baby...

Accessories

Shómka, Affenzhan, Choose Kind, Billy loves Audrey, Cocete, Lil'Boo, Adorabili, Vanilla Copenhagen, Sticky Lemon, Les femmes à Barbes, Mini Kyomo, 4Kix, Lilies & Roses, Doozy, Luciole et petit pois, Gugu, Cream Eyewear, Hänska, State Bags, and more...

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: Baby Kochs (Germany), Birdsn'Bees Concept Store (UAE), Studio Play (Belgium), Les petits Raffineurs (France), Scout & Co (UK), Kids 21 (Singapore), Molly Meg (UK), Little & Tall (France), Yay Kids (Switzerland), BabySam (Denmark), CookieDough (Lebanon), Les ptits Mosus (Canada), Rolling Kids (China), Fleux (France), 248 (Spain), Stadtkind Munchen (Germany), MiniMarkt Store (Netherlands), Mimo (Portugal), Monchou (Georgia), Little Wonders (Taiwan), Smol (Lebanon), Lille Studio (Denmark), ODD (Qatar), Marigold Modern Kids (USA), Centre Commercial Kids (France), Salted (Czech Republic), Tiny Apple (USA), The wonder years (Belgium), Mase Kids conceptstore (Netherlands)...

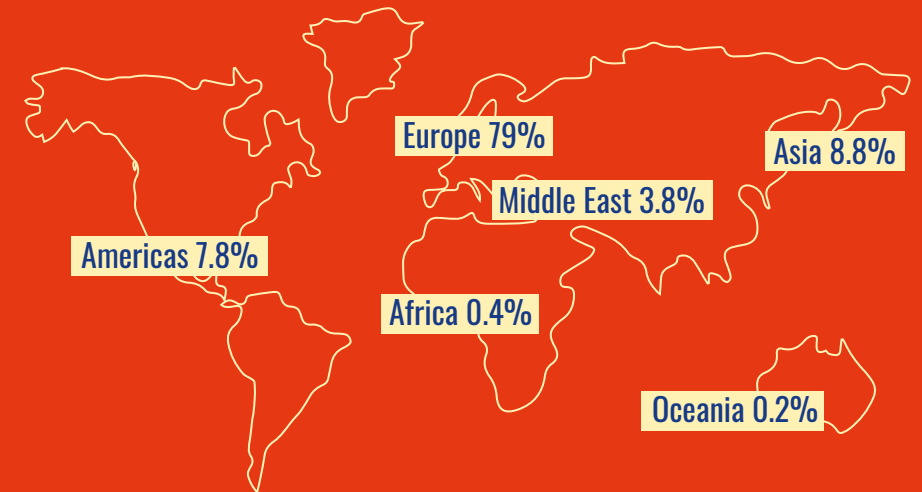
And also: Smallable (France), Mytheresa (Germany), Le Bon Marché (France), Selfridges (UK), Isetan Mitsukoshi (Japan), Shinsegae (South Korea), Takashiyama (Japan), John Lewis (UK), Printemps (France), Bongenie Grieder (Switzerland), Harrods (UK), Babyshop (Denmark), Galeries Lafayette (France), Ounass (UAE)...

+ 3,910

qualified, professional visitors from 72 countries.

France 23%

International 77%

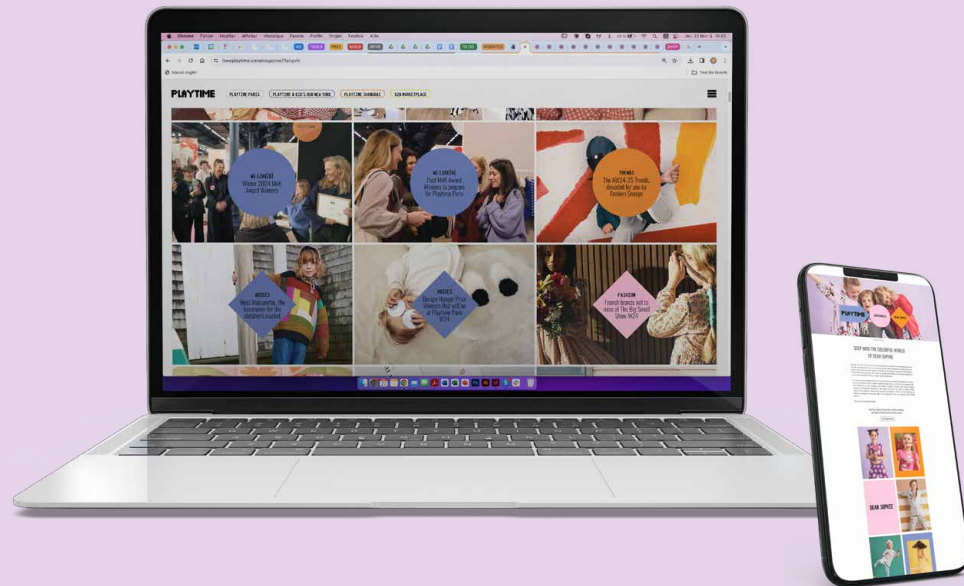


TOP COUNTRIES

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

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!



+107K FOLLOWERS

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

A STRATEGIC COMMUNICATION PLAN

Including +10 targeted newsletters and +20 articles in our online magazine promoting exhibitors to our international community of buyers and professionals.

+6 EXCLUSIVE OPPORTUNITIES

to promote your brand directly to professionals and passionates thanks to a Media Pack reserved for Playtime exhibitors (additional costs).

+40 INTERNATIONAL MEDIA PARTNERS AND CONTENT CREATORS

that visit the show to meet the creatives behind the brands they already love, discover new ones, and spread the word about what they've found each season

1 PRESS OFFICE

that ensures strong visibility to international media and a warm welcome to journalists and content creators that attend Playtime Paris.

OUR PRICES

320€/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) 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.

NEW THIS SEASON AND FIRST TIME EVER AT A SHOW!

How about having your products on display not just for the 3 days of the show, but for 6 months?

Always innovating in the race for opportunities, Playtime is now giving all its exhibitors the possibility to show their lines and lookbooks to buyers, at no extra cost, from their previous seasons and for the season to come. Nothing's more convincing than showing what you do, and only fully verified buyers will be able to access your products!

We've also added a chatbox for buyers so they can always contact you directly from the list of exhibitors. Never before has there been such a direct line between brands and buyers! Let us help you create new business opportunities ahead of, during and after the event.



CAPSULE COLLECTIONS

SINGULAR 1,070€

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.



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