



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 MiK, 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, American Vintage, Morley, Goldie + Ace, True Artist, The New Society, Gray Label, Ao76, Gosoaky, Piupiuchick, Loir Paris, The Campamento, Pyrenex, The Little Creative Factory, Tinycottons, Studio Koter, BeneBene, Flöss, Molo, Oilily, Scotch & Soda, Fith, C'era Una Volta, Indee, Wynken, MarMar Copenhagen, Hello Simone, Paade Mode, Donsje Amsterdam, Mini a ture, Weekend House Kids, Birinit, Wheat, Maison Ava, Martin Aranda, Favorite People, Gingersnaps, Jasmine & Alaïa, Tocoto Vintage, Play Up, Markey's, Gertrude, Arsène et les Pipelettes, Louis Louise, Poupée, Lilinoa, Claude and Co, Mabli, The Little Poets, Maison Mangostan, Kalinka, Bruno Bruno Nation, Club Trésor, Semon Apartment, 1+ in the Family & many more...

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...

SHOES & SOCKS: Veja, Pom d'Api, Choose Kind, Tartine et Chocolat Souliers, Méduse, Pèpè Shoes, Babybotte, Bisgaard, Igor, Naturino, Coucouçava, Meia Pata, Bonton Shoes, Nicolas, Tip Toey Joey, Shoo Pom, Atlanta Mocassin, Bopy, NAW, EMU Australia, Babymocs, Thin Shoes, Blundstone, Arnacoeur, Froddo, Boatilus, Mp Denmark, Easy Peasy, Bundgaard, Eureka, Les Pas Petits, Pisamonas, D.D. Step, 0904!, Affenzhan, Silly Silas, Palm Beachies, Melton, Collégien ...

LIFESTYLE:

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...

Playful Living (*Lifestyle & Leisure*)

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

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, Coquillettte Ketchup, Les Manies de Marion, Atelier Fortetête...

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.



+ 3,910

qualified, professional visitors
from 72 countries

France 23%
International 77%

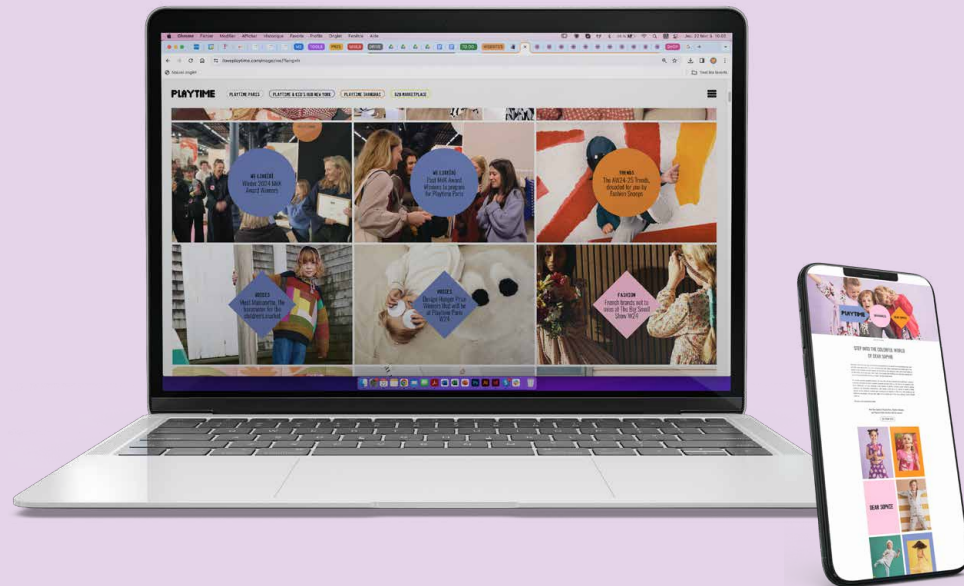
Europe 79%
Americas 7.8%
Asia 8.8%
Middle East 3.8%
Africa 0.4%
Oceania 0.2%

BUYERS: Mytheresa (Germany), Luksus Baby (Denmark), Kol Kid (Canada), Ounass (UAE), Minimarkt Store (Netherlands), Rolling Kids (China), Whoopi (USA), Smallable (France), Unger (Germany), CookieDough (Lebanon), Goldfish (Belgium), Twinkle Twinkle (Honduras), The Front Shop (USA), Studio Aimee (Belgium), Little Ground (South Korea), Mimo Kids (Portugal), Little Nordic Baby (China), Bibs Bologna (Italy), Centre Commercial Kids (France), Obebe (Japan), Junior Edition (UK), El Rincon De Maria (United States), Birdsn'Bees Concept Store (UAE), Kids Department (Netherlands), Oumai Baby (China), Museum Of Mini (Spain), Sarenza (France), Timeless Baby (Kuwait), ODD (Qatar), Kids 21 (Singapore), The Wonder Years (Belgium), Childrensalon (UK), 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), Smol (Lebanon)...

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)...

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

REGULAR BOOTH

320€/sqm² + 195€
(registration fees + insurance)

Fully equipped turnkey booths that allow you to customize and create your own visual identity at your booth. Booth sizes¹ start at 4 sqms (small accessories/lifestyle collections only) or 6 sqms (fashion brands) up to 50 sqm and more².

INCLUDED:

Raw walls
Furniture
Lighting
Public wifi
Storage area (additional cost depending on volume of your boxes³)
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

¹ For special sizes or booth structure, contact the team.

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

³ Ask our Sales Team for more info.

DEDICATED SPACES FOR FIRST TIMERS

EMERGING BRANDS NEW NOW

2,125€ excluding tax

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, contact our Sales Team.

CAPSULE COLLECTIONS SINGULAR

1,070€ excluding tax

INCLUDED:

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

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SELECTION OF 12 ILLUSTRATORS

THE CREATIVE STUDIO

885€ excluding tax

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

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.



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