



REPORT

PLAYTIME PARIS

JUNE 27-29, 2026

PLAYTIME PARIS: AN INTERNATIONAL HUB IN SERVICE OF KID'S MARKET PROFESSIONALS



From June 27-29, Playtime Paris once again confirmed **its central role at the heart of the children's industry**. Bringing together more than **260 brands from 33 countries** and **3,527 visitors from 71 countries**, the event established itself as the **principal international meeting place** for buyers, brands, members of the press, content creators, and other professionals in the sector looking for an **offer that is high quality, inspiring, and in line with the market's evolutions**.

At a time when industry professionals are seeking, now more than ever, **loyal partners, relevant new products, insights into upcoming trends, and inspiration**, Playtime Paris has reaffirmed its status as a **sincere business hub**. The breadth of its selection spans every product category, every sense of style and age group, and is combined with the **quality of decision-makers present** and the **level of business exchanges** that take place. All of this came together once again to make the trade show the unmissable meeting place for **constructing offers** that will be displayed next year in stores, **expanding professional networks**, and **identifying new international opportunities**.

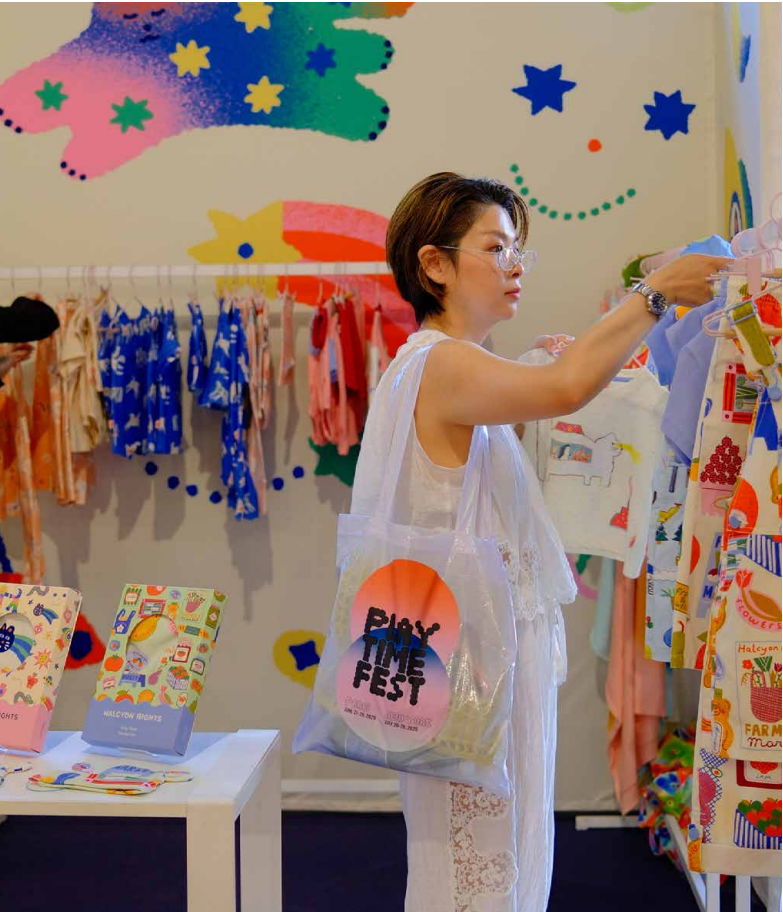
In addition to its commercial aspect, Playtime Paris equally confirmed itself as a **forum for reflection for the entire sector**. **Conferences, personalized meetings with experts**, as well as **networking sessions** with buyers, press, and content creators nourished three days of particularly rich exchanges, reinforcing the trade show's position as **the key international event** in a rapidly changing industry.

A SELECTION OF BRANDS THAT WAS DIVERSE, INTERNATIONAL, AND IN THE SPIRIT OF THE TIMES

This summer edition welcomed over **260 brands from 33 countries**, of which **65% offered fashion and accessories**, **20% shoes**, **10% lifestyle**, and **5% beachwear**. Together they created a **rich, complementary** offer that couldn't be found anywhere else, and which was designed to both meet the needs of buyers and reflect the realities of the market.

Playtime welcomed back 74% of loyal exhibitors, confirming the trade show as **the reference in B2B distribution**.

From a **geographical point of view**, **European brands were particularly present**, with a majority of **French and Spanish brands** closely followed by **Denmark and Portugal**. Meanwhile, **Australian brands** (Goldie + Ace, Halcyon Nights, Huxbaby, Extra Extra, Daughter...), **Brazilian labels** (Camu Camu, Das Meninas, Mellow Me, Siri Kids, Tnin shoes, Tip Toey Joey), and **American brands joined the TOP 10 countries** and took a more prominent place at the show this season.



Playtime Paris has been the **leader in the market for children's shoes** for several seasons now, **offering the best, most extensive selection in Europe** that allows shoe specialists to meet their customers' needs and other buyers to complete and enrich their existing offers. This season featured Veja, Boatilus, Froddo, Naturino, Igor, NAW, Pèpè, Øcra, Morelli, Tip Toey Joey, Tnin shoes, Walkey, Pisamonas, Bisgaard, Prenta Shoes, Eureka, Bobux, Les Pas Petits, Bundgaard, Falcotto, Flower Mountain for Naturino, Tartine et Chocolat Souliers, Bonton Shoes, Shoo Pom, Coucouçava, Méduse, Bopy, Pom d'Api...



"It's been great to reconnect with existing partners while also introducing PRENTA to new international retailers. We've had the opportunity to write orders across a number of global markets, build new relationships, and showcase our latest collection to buyers from around the world. Events like these are a great reminder of how valuable face-to-face conversations are and how exciting it is to see PRENTA continuing to grow internationally."

Ashley Mihell, Prenta Shoes

With the summer season in mind, the selection was equally made up of brands **specialized in beachwear**. Among them were: Pepita & Me, Lison Paris, Seabass, Miska Paris, My First Cantê, Oséree, Eight Thousand Miles, Liewood, Bisgaard, Lil'boo, Sunchild, Sand Mother, Igor, Petit Stella, Méduse...

They were at this edition:
Tinycottons, True Artist, Bobo Choses, Patachou, Little Creative Factory, Sticky Lemon, Paade Mode, Arsène et les pipelettes, The New Society, Nobodinoz, Cozmo, Piupiuichick, The Campamento, BeneBene, Gray Label, Lison Paris, Hello Simone, Liewood, Indee, C’era una volta, A076, Bundgaard, Naturino, Wheat, Baje Studio, Tangerine, MarMar Copenhagen, Mini A Ture Copenhagen, Molo, Fub, We Are Kids, Bisgaard, Wynken, Pom d’Api, Markey’s, Veja, Play Up, Bopy, Halcyon Nights, Sunchild, 1+ in the Family, Konges Sløjd, Oilily, Donsje Amsterdam, American Vintage, Claude & Co, Billy Loves Audrey, Maison Mangostan, Snug, Goldie + Ace, Tartine et Chocolat Souliers, Bonton Shoes, Bùho, Elhée, We Are Gommu, Gosoaky, Pèpè...



AND ALWAYS PLENTY OF NEW BRANDS TO DISCOVER

Buyers were able to explore a refreshed selection with **26% new brands**, which allowed them to evolve their offer. With 2 dedicated spaces, **New Now** and **Singular**, as well as a trend space exclusively for highlighting new exhibitors, the trade show confirmed its status as **the go-to destination for discovering emerging talents and future must-haves** in the market.

Among them: Gertrude, Oda London, Kissy Kissy, Blue Ribbon, Tom Tailor, Bisous Skateboards, Earthlings United, Miska Paris, Solii + Solä, Daughter, Extra Extra, Clementina, Avaacha, Little Lykke, Siri Kids, Camu Camu, Noonchi Organics, Milk Label, Astrid Perline, Pomanie, Nook Kids, Wylde Olive, With Spots, Caminito shoes, Bohè, WooWoo London, Les Deux, Maison Ava Bébé, Two in a Castle, and many more...



"What makes Playtime so special isn't just the opportunities - it's the atmosphere. It's incredibly empowering, yet somehow wrapped in genuine care. Certain members of Playtime's team have become "business moms" for Noonchi. That's the kind of environment they've created: one where you're encouraged to dream bigger because you know someone believes in you. I'm forever with Playtime!"

Stefanija, Noonchi Organics

Overall, the selection at Playtime this summer was once again the most inspiring, diverse, and unique in the sector for buyers, featuring brands that adapt to the specific needs of each of them, regardless of their market positioning.

THE PREMIUM, INTERNATIONAL VISITOR LIST CONFIRMED PLAYTIME PARIS’ CENTRAL ROLE

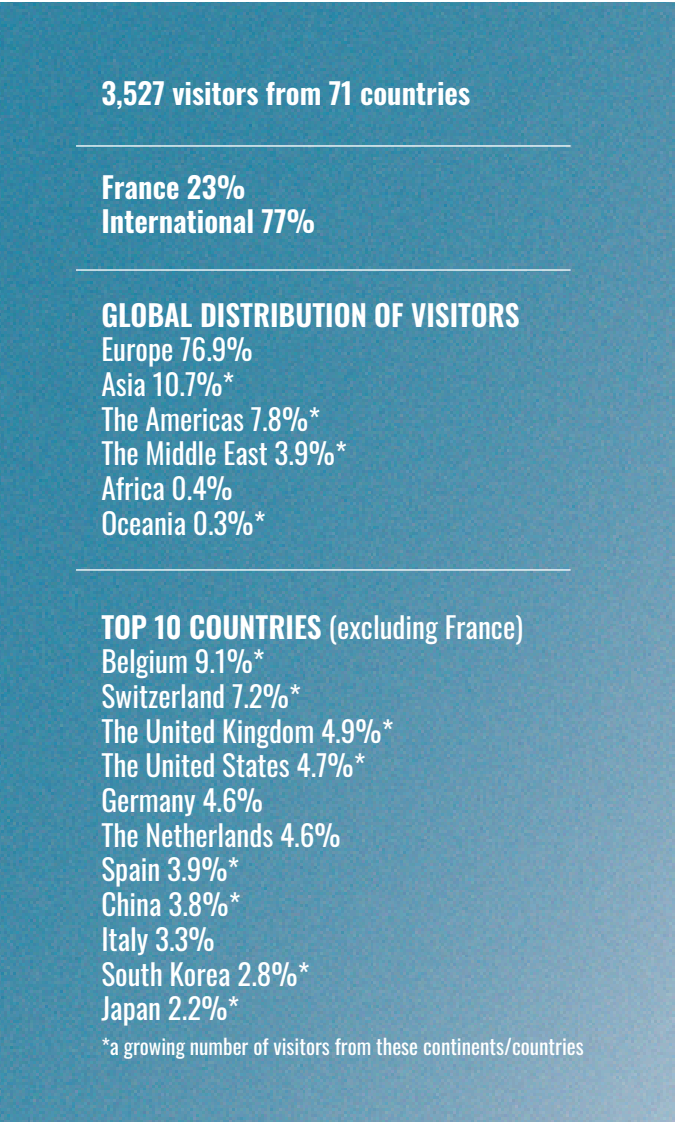
Playtime has confirmed its ability to attract the most important taste-makers and strengthened its international reach, particularly in Asia, the United States, the Middle East, and the United Kingdom.

3,527 visitors from 71 countries walked the aisles of the trade show this season, with **13% of them discovering Playtime Paris for the first time.** Despite an exceptional heatwave that prevented some confirmed visitors from attending, **77% of foreign buyers** made it to the event.

While **Europeans remain the majority of the visitors (76.9%), the increase in buyers coming from Asia** (principally China, South Korea, and Japan) demonstrate the continuously **growing reach of the trade show in strategic markets.** The show also saw an increased attendance from the United States, the Middle East, the United Kingdom, and Northern Europe, illustrating Playtime’s ability to **gather a community of buyers that is further diversified and more international** each season.

A trend observed over the past few seasons, this momentum was confirmed by the presence of both **VIP buyers and key international accounts,** notably coming from Asia and the Middle East. Major retailers also chose to discover Playtime Paris for the first time, underlining **the event’s increasing appeal to the most influential actors in the market.**

In addition to its commercial appeal, Playtime Paris is recognized by buyers as **a reliable source for inspiration and business,** where concept stores, department stores, premium boutiques, e-shops, and international distributors come to **identify the key trends of tomorrow, discover a carefully curated selection of brands, and develop their networks.**



THEY VISITED THE TRADE SHOW

Mytheresa (Allemagne), Luksus Baby (Danemark), Smallable (France), Kids 21 (Singapour), Goldfish (Belgique), Obebe (Japon), Wijsneus (Pays Bas), Mimo Kids (Portugal), Little Bae (Hong Kong) - NEW, Studio Aimée (Belgique), Englabörnin (Islande) , The Mini Spot (Pologne), Cookie Dough (Liban), Little Ground (Corée du Sud), Sugar And Spice (Canada), Junior (Luxembourg), Frida Y Yo (Espagne), Botama (Kazakhstan), Birds N Bees (Emirat Arabes Unis), Kinderreich (Autriche), RollingKids (Chine), The Little Wooden Peg (Irlande), Nook (Suisse), Twinkle Twinkle (Honduras), Kodomo Beams (Japon), Van Tilburg (Pays Bas), Mon Chou (Georgie), Odd (Qatar), Luna & Curious (Angleterre), Peaches And The Boy (Chypre), Little Cove Collective (Australie) - NEW, Museum Of Mini (Espagne), Pie Pie Kids (Ukraine), Whoopi (Etats-Unis), China Duty Free Group (Chine), Smol (Liban), Petit Stockholm (Suisse), Mio Meraki (Pays Bas), Bibs Bologna (Italie), El Rincon De Maria (Etats-Unis), Babysam (Danemark), Sarenza (France), My Name Is Leo (Lituanie), Biskuit (Corée du Sud), Nepomuk (Suisse), Poppy Store (Etats-Unis), Lille/Studio (Danemark), Little Nordic Baby (Chine), Magic Edition (Corée du Sud), Unger (Allemagne), Barquito De Papel (Puerto Rico), Junior Edition (Angleterre), Kids Collective (Belgique), Zalando (Allemagne), English Rabbit (Etats-Unis), Little Poetry Studio (Taiwan)....

DEPARTMENT STORES

Harvey Nichols & Bloomingdale’s ME (Emirat Arabes Unis), Harrods (Angleterre), Le Bon Marché (France), Isetan Mitsukoshi (Japon), Stockmann (Finlande), El Corte Ingles (Espagne), Shinsegae Department Store (Corée du Sud), Galeries Lafayette (France), De Bijenkorf (Pays Bas), Printemps (France)

“ Plenty of outstanding pieces and beautiful colors for looks to come. Playtime Paris is the annual rendez-vous that inspires us and reminds us how vast a playground kid’s fashion is.”

Atelier Badaboum

“We found endless inspiration at Playtime Paris! We spent the days meeting up with our incredible current brand partners and sourcing the absolute best in sustainable children’s design for the new season. It was hot, it was hectic, and it was utterly magical. We are coming home with bags full of inspiration and can’t wait to share what’s arriving next to DluluKaloo at The Little Emporium!”

Vicky, founder of DluluKaloo

MUCH MORE THAN A TRADE SHOW:
INSPIRATION, CONNECTIONS, AND SERVICES ADDED EVEN MORE VALUE TO THE EVENT



Playtime put trends at the heart of the event this season with **2 spaces designed by Amélie Lengrand** that were **dedicated to fashion and accessory brands**. These spaces offered an immersion into the Spring/Summer 2027 trends **Lull** and **Happenstance** outlined by the agency **Future Snoops**, who also presented them in an **insightful conference for buyers looking for guidance as they build their offer**. As for **lifestyle brands**, they were featured in a space imagined by **Fanny Petit**, where her beautiful selection was displayed in the setting of a **Mini Disco Party**. The brands that took their first steps at the show also enjoyed an **exclusive highlight** in a space curated by the Playtime team.

This edition offered an occasion for **professional discussions in the form of personalized, individual meetings with experts**. Both brands and buyers met with **Jane**, a **trend specialist from Future Snoops**, the team from **Kidding** for **tailored advice on press and content creator relationships**, with **Grethel** from **Studio Unika** and **Design Hunger** for **brand image consulting**, and with **Marie-Claude Fournet**, a **lawyer specialized in intellectual property**.

The **Playtime team** also **organized more special opportunities to connect with buyers, content creators, and the press**. These additional meetings fostered dialogue, **keeping everyone attuned to changes in the market** and offering the occasion to **reflect together on the shifts taking place**.

The **Playground** hosted creative workshops with **Lamprini** from **Ballon Nectar** and **Virignie** from **Poupette Biscuits**, offering children playful moments for creativity.

The **Fest Pop Up** with **Bernard Forever** and **Si Si La Paillette** allowed visitors to leave with **temporary tattoos and glitter makeup** that further immersed them in the Playtime Fest universe. Finally, a **festive cocktail party with a DJ** brought the community together for a **friendly moment of exchanges** in an atmosphere that perfectly captured the spirit of this edition.

And, for her second season as **Playtime's ambassador**, **Claudia Cabrero** renewed her commitment to the trade show. Thanks to her expert eye as both a photographer and a mother, she shared a **backstage look at the event**, her **discoveries**, and her **favorite brands**, helping to **boost Playtime's visibility and engagement**.

PLAYTIME: A TRUE HUB OF INSPIRATION FOR JOURNALISTS AND CONTENT CREATORS

Once again this season, Playtime offered media and influencers coming from around the world the opportunity to meet with the brands they've worked with throughout the year, to develop their professional relationships, and to discover new brands. Everything was underlined by the creative energy, the richness of meetings, and the diversity of the offer that continues to make Playtime an unmissable source of inspiration.

They visited the show: Milk Magazine (FR), Tiam (JP), Harpers Bazaar Kids (BR), Doolittle (FR), Design Hunger (PT), Scimparello (IT), Bôme (FR), Baby & Junior (DE), Anonym Kids (FR), Magie des Enfants (ES), Actukids (FR), Marie Claire Enfants (FR), Lemon (PT), Simple Things (FR), Kids à la mode (US), Ninsmoda (ES), Magic Maman (FR), Textila IT (IT), Home (FR), CWB (UK), Leather Fashion Design (FR), Pirouette/Directory (UK), Marie Claire Idées (FR), Textila Itt (BR), et @indre_dabulske, @olivalclauca, @yuliagm, @ninadavidson, @yin.and.eetwins, @paulinelemlberger, @klowai, @mouslykb, @annemaud_cct, @whatkidsarewearing, @lolitaurore, @troisradis, @harmony.kouame, @maithugo, @superheroesdiary_, @anna.m.sanz, and many others...



"Some trade shows leave you with a camera full of photos. Playtime Paris always leaves me with a head full of ideas. A number of looks made me stop this season. They weren't necessarily the loudest, but they were pieces with personality, creativity, and that little spark that stays with you long after you've left the fair."
Petra, Scimparello

"Playtime shows never disappoint. This was my 3rd consecutive visit and I am always in awe with all the amazing brands showcasing their upcoming collections. I loved the SS27 show, I fell in love with so many beautiful kids' things! It's always a pleasure to connect with old and new friends, and to chat about things we love. I went home with my cup full!"
@yin.and.eetwins



PRIZES GIVEN OUT BY THE PRESS



LE DRESSING IDÉAL DE MILK MAGAZINE

The editorial team from Milk Magazine walked the aisles of the show in search of products to make up their **Dressing Idéal for Spring/Summer 2027...**

- Their selection this season included:
- A pair of sneakers from **Tnin shoes**
 - A total look from **Catimini**
 - An outfit from **Markey's**
 - A t-shirt from **Piupiuchick**
 - A pajama set from **Oda London**
 - A sailor shirt from **Loir Paris**
 - A pair of tennis shoes and sandals from **Affenzahn**
 - A total look from **Semon ApartMent**

Find the full article on their selection [here](#).



DESIGN HUNGER PRIZES

Grethel, founder of Design Hunger, awarded **5 exceptional lifestyle brands** with the Design Hunger Prizes for summer 2026.

- Noonchi Organics** - Best new brand
- Minegen** - Best conscious brand
- Oda London** - Best home & decor brand
- Choose Kind** - Best accessory brand
- Blue Ribbon** - The Big Design Prize

Find the full article on them [here](#).

"Playtime Paris, you never disappoint. Last weekend was everything. We love discovering cool new brands, catching up with old favorites, and the always inspiring moment of visiting our Design Hunger Prize winners in person. There's nothing quite like meeting you all face to face."

Grethel, Design Hunger

THE PARTNERS AND ORGANIZATIONS THAT SUPPORTED THIS EDITION:

Antonym Kids, Baby&Junior, Bôme, CWB, Doolittle, Design Hunger, Directory*, Junior Style, Kids à la Mode, Lemon Magazine, Magie des Enfants, Milan Magazine, Milk Magazine, Ninsmoda, Petit Style, Pirouette, Scimparello, Tiam, Future Snoops, Abit, Cenit, Défi, ICEX, Promas, Bernard Forever, and Si Si La Paillette.

Our hosts and hostesses wore outfits by Goldie + Ace, makeup from Si Si La Paillette, and temporary tattoos from Bernard Forever.



THE NEXT EDITIONS IN 2027

PLAYTIME PARIS
January 30 - February 1, 2027

PLAYTIME NEW YORK
February 21-23, 2027

BRAND REGISTRATION OPENS SEPTEMBER 9TH

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