

PLAYTIME

SHOES



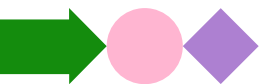
JOIN THE LARGEST PHYGITAL COMMUNITY DEDICATED EXCLUSIVELY TO THE CHILDREN'S FASHION AND LIFESTYLE MARKET. WITH PHYSICAL TRADE SHOWS IN PARIS, NEW YORK, AND SHANGHAI, IN ADDITION TO AN ONLINE B2B MARKETPLACE ACCESSIBLE YEAR-ROUND, ENJOY INTERNATIONAL EXPOSURE AND CONNECTIONS LIKE NEVER BEFORE.

AN INCOMPARABLE COMBINATION OF PHYSICAL AND DIGITAL EXPERIENCES, PLAYTIME ENABLES KIDSWEAR PROFESSIONALS TO BUY AND SELL ANY TIME, ANYWHERE.

OFFERING EVERYTHING FROM FASHION TO FURNITURE, PARENTHOOD TO SHOES, ACCESSORIES TO NEWBORN ESSENTIALS, AND SO MUCH MORE, THE PLAYTIME TRADE SHOWS AND MARKETPLACE HAVE ESTABLISHED THEMSELVES AS CAN'T MISS DESTINATIONS FOR PROFESSIONALS.

THE BIG SMALL SHOW





WELCOME TO THE MIDDLE KINGDOM

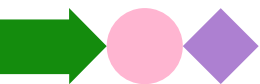


Play

The Chinese market is a new horizon. Coming together once a year, Playtime Shanghai is the leading kids' fashion and lifestyle trade show in China. Aimed at a higher-end segment of the market and renowned worldwide for its curated selection of brands that place an emphasis on creativity and quality, Playtime will continue to annually defend those same values in Shanghai.

THE BEST SELECTION OF CHINA

- ◆ A curated selection of 70 international brands : Beau Loves, Jelly Mallow, Liilu, Sticky Lemon...
- From fashion to lifestyle products, toddlers to teens.
- A combination of internationally and well-known Chinese brands, as well as those that will matter in the future.
- ◆ Promoting ethical fashion through designers trying to make a positive impact on Earth.



A VERY PROMISING START

+ 1,300
professional visitors

China 68,8%
Rest of the world 41.2%

TOP 5 INTERNATIONAL COUNTRIES

- South Korea 6%
- France 5.6%
- USA 5.6%
- UK 2.5%
- Hong Kong 2.4%



Beyond the
quantity, the quality
of the visitors is great as well,
with several major
accounts coming to the show.

KEY BUYERS:

Lane Crawford / Bonbon
/ Momo / Hakids /
Sinyee Kids / Tmall/
Taobao / Mytime /
Ukids / Baokids / Maan
Kids / Pwkids / JD.com

WORDS FROM EXHIBITORS!

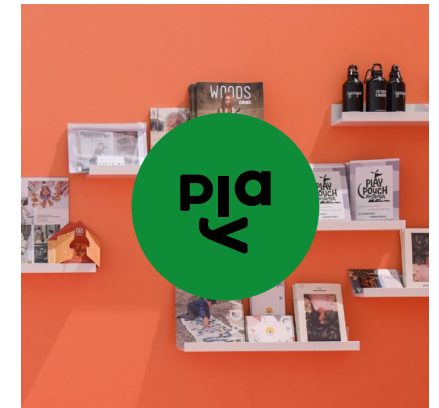
"Playtime Shanghai was a great show! The Playtime team did a great job at finding a beautiful, light and spacious location. The design of the booths was beautiful and well thought of. It was a very busy show and we are very satisfied with the result. We will surely be back!" — **Noé & Zoé**

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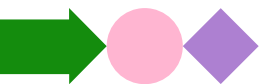
"It wasn't an easy decision to bet at the 1st edition of Playtime in Shanghai (...) but it was one of the best decisions we have ever made! The organization of the show was perfect. Affluence was very superior to what we could expect and the number of visits to our booth surpassed all expectations." —
Little Creative Factory

COMMUNICATION TO PUT YOU IN THE GLOBAL SPOTLIGHT

- ◆ Artful and targeted newsletters that promote our brands, industry news and trends, and our vision of childhood to our international community of buyers and professionals.
- Long lasting relationships with media partners that includes Milk Magazine, Doolittle, Scimparello, Lemon Magazine, Fashion Network, Ninsmoda, Earnshaw's Magazine, and many more.
- The strongest Instagram community for a fashion trade show, with more than 83,4K followers and our social media accounts (WeChat and Weibo) highlighting our brands.
- ◆ Our own online magazine to highlight exhibitors at our shows, industry news, and the latest fashion & lifestyle trends.
- ◆ An exclusive Media Pack that offers our brands the opportunity for strong and efficient focuses.







THE EASIEST SHOW TO EXHIBIT AT, SO VISITORS CAN STEP INTO YOUR WORLD

- ◆ A unique scenography close to a showroom or a concept store.
- ◆ Fully equipped turnkey booths.
- Booth sizes from 6 sqms to 18 sqms according to available space.

PRICE

470€

/sqm2
(registration fee
and insurance)

YOUR BOOTH INCLUDES

- Modular structure
- Furniture
- Public wifi

- Playtime signage with your brand name and booth number

- Carpet
- Lighting
- Free storage area

- virtual tour available for 6 months to verified buyers on the marketplace

OPTIONAL COSTS

- Electricity
- Extra furniture
- Extra signage
- Translator
- Dedicated emails and promotional actions



JOIN US AT THE NEXT EDITION!



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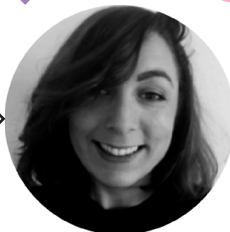
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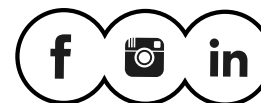
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