

REPORT

29TH  
EDITION



playtime  
PARIS

July 2 - 4, 2022

Parc Floral



**Playtime Paris came back in full force this summer at Parc Floral, where we gathered to take a BREATH of fresh air and discover brands' new Spring-Summer 2023 collections.**

This edition welcomed **320 brands** to an open space that left our creative spirits refreshed and renewed. With **30% lifestyle** labels and **70% fashion** brands, there was so much to discover among the fresh and familiar faces as we were joined by new and old friends. **The 2,660 qualified, professional visitors from 53 countries** enjoyed inhalations of inspiration as they explored the aisles.

The season's theme, **BREATHE**, was felt throughout the show, as the colors and decoration put us all in a calm state that facilitated placing orders and creating new partnerships with smiles on our faces. After three days, we felt as refreshed as if we'd been at a spa all weekend, with the bonus of having made new contacts and business relationships. The edition was also marked by **the return of international participants, both within and outside of Europe.**

With the intention to offer the best visibility possible to all the brands that join us, Playtime Paris continues to be a human-sized show that encourages discovery and new inspiration. This season, we were joined by so many lifestyle, decor, and parenthood brands, they needed three dedicated areas of the show to be properly displayed, as well as a lifestyle trend space dedicated just to them!

With such a diverse and carefully curated selection, **Playtime Paris is the most important European kid's trade show for buyers to attend.** Featuring the most comprehensive, yet specialized, selection of kid's fashion and lifestyle, buyers leave the show feeling enriched after exploring the space that is full of fresh finds and new perspectives.





## BRANDS



With each post-pandemic show, the momentum continues to build and the selection just keeps getting better. Our loyal friends continue to join us each season, and we were pleasantly surprised to see some of our old friends back after some time away. New brands joined us as well, bringing fresh energy and intrigue to the artful selection. Innovation was on full display, as brands that are reimagining kid's fashion and lifestyle products exhibited their collections.



### OUR LOYAL FRIENDS:

- A076
- Arsène et les pipelettes
- The New society
- Paade Mode
- Long live the queen
- Aymara
- Pépé
- Sticky Lemon



### OLD FRIENDS THAT ARE BACK AGAIN:

- Les Coyotes de Paris
- Designer remix
- Maison Mangostan
- Indee
- Wolf & Rita
- Soft Gallery
- Konges Sløjd
- Claude & Co

“After two years away, it feels really energizing to be back at Playtime Paris. We missed actually meeting buyers, working online just doesn't have the same energy. There's a real buzz here, and we've spoken to some really fun buyers who are enthusiastic about our collection and where it's going.”

Abby, from Claude & Co.

## FIRST TIMERS

For the entrance of the show, the Playtime Team cultivated a special selection of brands at Playtime Paris for the first time. With exciting new labels like Les Marsiens, Esther kids, P. Denim, Wawa, WOP, Studio noos, Tnin shoes, and Louise et Gabriel joining us for the first time, we couldn't help but put them in the spotlight!

“It's our first time here, and we are really excited! It was a bit scary as well because we wondered who we will meet, what they will think of our collection, but we are so happy with how it's going, there's been a great response to our collection. We love the whole fair, it's a really nice set up, with very nice people, it's good to be here.”

Sofie and Annelotte from Jenest.



# SINGULAR

For the second time at Playtime Paris, the **SINGULAR** space put emerging labels and their mini-series or mono-products on display. Exhibited like a pop-up shop, buyers could freely explore these inspiring brands.

Kakapo  
Cèucle  
Observe Montessori  
Pater  
Adorabili  
Les Mini Confettis  
Ezra & Kids  
Atelier Maniette  
Bloomy Kids Co  
Olandino



# NEW NOW

Loyal to our traditions, Playtime Paris continues to put new participants at the show on display in our dedicated space titled **NEW NOW**, allowing visitors to discover collections that bring a fresh perspective to the show.

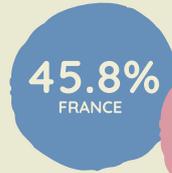
To make the selection this season, we asked **Barbara Perino** to choose **10 brands** to be featured in the space. Barbara is a mother of two, a fashion expert, a travel addict, and the founder of LEMON Magazine. With a mind that is constantly bubbling with creative effervescence, she was the perfect person to make this selection.

Petit Minus  
Second Sew  
Les Marsiens  
Pernille  
Bootani  
PLAY activewear  
Kōku Factory  
Borne  
TinyTeo  
Pitigaïa





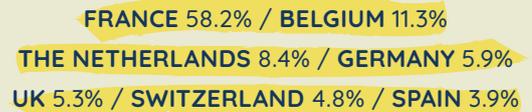
# FIGURE DETAILS



This edition saw not only the return of international visitors, but the attendance of highly qualified buyers and VIPs from the Middle East, Asia, and the United States that came to the show for the first time. New buyers are consistently discovering the show, including a fresh generation that kicked off their first shopping season at Playtime Paris. These professionals brought their curiosity and refreshing energy to the atmosphere of exploration.

## BEST BUYERS

SSense (Canada), Selfridges (UK), Shan and Toad (Saudi Arabia), Littlehipstar (Germany), Sen-to-Sence (Japan), Smallable (France), Het Land Van Ooit (Belgium), Kids 21 (Singapore), Kids Department (Netherlands), KaryMarket (South Korea), Galeries Lafayette (France), Neiman Marcus (USA), Answear (Poland), Globus (Switzerland), Little Nordic Baby (China), Miniampère (Italy), Jourès (France), MamaPapa (Australia), SMOL (Lebanon), Scout & Co. (UK)...

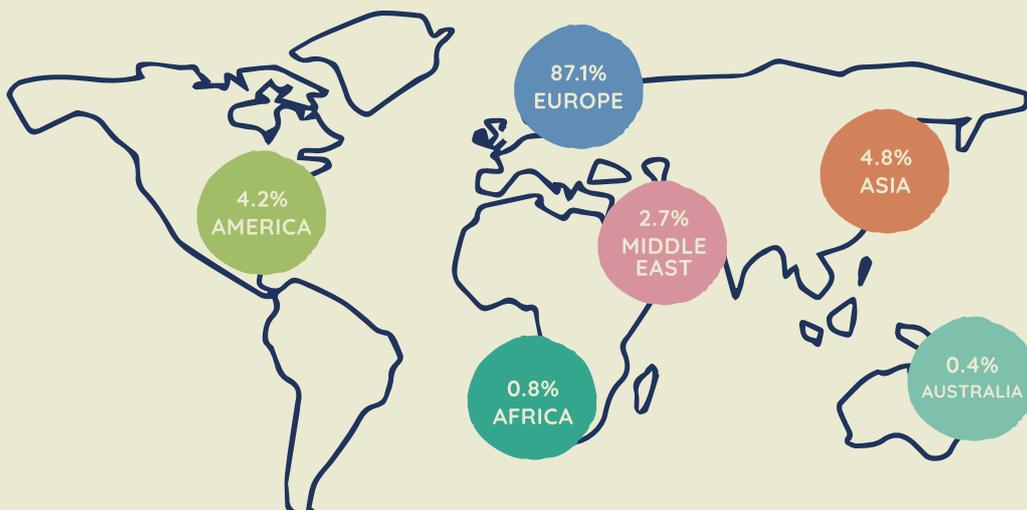


*“It’s always a pleasure to go to Playtime shows, where you can find brands that you already have in your store, discover new brands and new trends, and find plenty of beautiful things. Once again, the SS 2023 collections were to die for!”*



Bambini, concept store in France.

## GLOBAL DISTRIBUTION





# PRESS & INFLUENCERS



More press and influencers than ever joined us for a BREATH of inspiration (**40% more than the last show**), sharing their refreshing experience via social media with all of their followers. Meeting with brands both familiar and fresh, they enjoyed perusing the aisles in an atmosphere that offered a sense of freedom, happiness, and calm, all while remaining professional.

**They visited the show:** Milk Magazine, Cosmopolitan, Doolittle, Fashion Addict, Grazia, Hello Blogzine, Home, Kids, Lemon, Little, Lois Moreno, Luna, Magic Maman, Maison Créative, Milk, Olivalclauca, Parents, Scimparello, Sweet Magazine, Vert Paradis, Art et Déco, Avantages, Design Hunger, Elle, Elle Décoration, F Magazine, Leather Fashion Design, Madame Figaro, Pirouette, Version Femina, Moody Gaby, Petites Choses, Anne Eeck, Simple Things, Milk Décoration, and more...

*“It’s my first time at Playtime Paris, and it’s amazing, it’s very exciting! I’ve seen some brands I’ve loved for a few years and we have some of their clothes at home, but it’s also been really exciting to discover new ones.”*

Daisy de @daisy.rufus.suki



# MILK AWARDS



Each edition, the team from **Milk Magazine** searches the show for brands that exhibit collections that are stylish, creative, innovative, and sustainable.

## MEET THE WINNERS THIS SEASON:



CÈUCLE



MINMIN  
COPENHAGEN



Maison  
Mangostan



MAISON MANGOSTAN



BELLE  
CHIARA





## ARTISTS



As at every show, Playtime was very happy to work with international artists to bring the season's theme and trend spaces to life. Visitors discovered the work of **Blanche Daramir** with her vision of BREATHE on display throughout the show, while the work of **Pranav Bhardwaj** and **Lucile Escallier** gave life to the trend spaces.



Blanche Daramir



Pranav Bhardwaj



Lucile Escallier



## PARTNERS



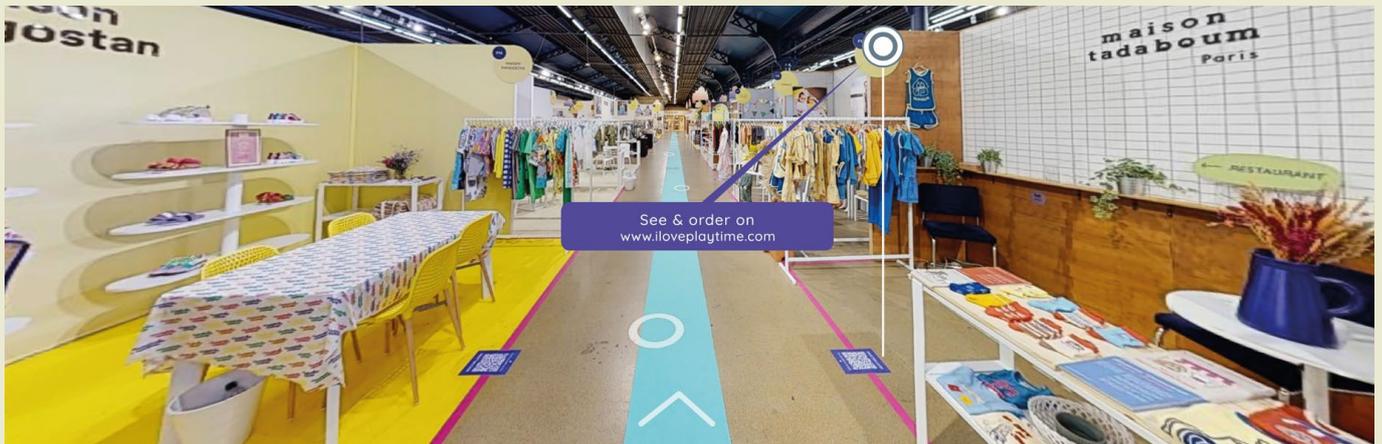
Baby&junior, CWB, Design Hunger, Doolittle, Hello Blogzine, Hooligans, Kikimora, Lemon, Little, Magie des enfants, Marie Claire Enfants, Milan Magazine, Milk, Ninsmoda, Petit Style, Pirouette, Scimparello, Sweet Magazine, Brique House, Capharnaüm, Fashion Snoops, Osco.



## STREET VIEW



After its successful debut for the winter shows, the street view is back to enable verified buyers to [re]walk the entire trade show. This innovative tool prolongs the exposure for brands and the trade show shopping experience for buyers. This adaptation by Playtime has allowed our trade shows to last 6 months as we integrated our online Marketplace with our physical shows. A manifestation of the phygital future of all industries, enjoy this link between the real and digital worlds.



## NEXT EDITIONS



playtime  
PARIS

January 28-30, 2023

playtime & KID'S HUB!  
NEW YORK

February 12-14, 2023

playtime  
SHANGHAI

Summer 2023

REGISTRATION OPENS  
AT THE BEGINNING  
OF SEPTEMBER  
TO JOIN US AGAIN!

MORE INFORMATION ON  
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