



23, 24, 25, 26 September 2008

## ***Press release*** ***Indigo Fashion edition***

### **The meeting point for all creations**

**Creative effervescence is integral to the Indigo Fashion edition, which takes place from 23rd to 26th September** at the Parc d'Expositions, Paris-Nord Villepinte. Large international studios, established designers and young talents will meet all the main players in the fashion textile industry for this international textile design event.

In mid-June the number of exhibitors registered (187) is consistent with September 2007. There are **15 new exhibitors** from 4 countries: Great Britain, France, USA and Korea. At this very international exhibition, the British exhibitors still represent the largest contingent, followed by France, Italy and the USA.

In an environment of market globalisation and the unfavourable exchange rate for European exporters, the main players in the fashion industry are obliged more than ever to protect the "creation" in their collection and increase the frequency at which their offering is updated. The Indigo concept responds to this challenge. It is a unique event where ideas happen, bringing value to collections of fashion brands through new designs on very diverse media, using varied techniques – from hand-painting to digital – and always in sync with the trends. The opening up of the markets and the increase in crossovers between the worlds of fashion and home are reflected in a multi-market approach with an offering to satisfy the various professions in the clothing and decoration textile industries.

**"Espace Rencontres" (Encounters Area)** at the heart of the exhibition has never better deserved its name. It was **designed by H lo se Lorenzo** as a story of crossings and encounters, symbolising the support network of all professions present at the exhibition. At its centre two large frames will show images taken from the themes of Autumn/Winter 09/10 and taken in volumes, like mythical or poetic extensions. The focus on d cors and projections for Autumn/Winter 09/10, specially designed by the Premi re Vision Indigo Fashion Team and sent to exhibitors before the exhibition, will be available at the Encounters Area.

# indigo

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As with every September session, **Indigo continues its association with the Texprint competition**, which selects the best designers from the British colleges and welcomes the 24 winners for this year to the Texprint “village”. This partnership of more than 10 years is extremely positive, as among the exhibitors at Indigo there are a number of former competition winners (including two new ones this session), for whom participation in the exhibition was an enriching first professional experience.

**The jury**, which assembles in London in July, **will be presided over by Diane von Furstenberg and Sir Paul Smith will present the winners with their prizes at Indigo**, an event symbolic of the time when Première Vision honoured Man at the exhibition in the context of its investigation “Masculin Pluriel, men and fashion/the future”.

Paris, 26th June 2008

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## ***New exhibitors*** *Indigo Fashion edition*

**CHERRY DESIGN PARTNERS** (USA): original and innovative proposals for children's wear, womenswear, lingerie, lifestyle, interior and stationery.

**ISLA TWEEDIE** (United Kingdom): London-based textile designer specialising in hand-embroidery.

**JILL MACDONALD DESIGN** (USA): specialised in prints and illustrations for baby, kids and teens.

**JOHANNA BASFORD** (United Kingdom): a collection of fashion prints using various techniques (ink, hand-drawn illustrations, digitized doodles...).

**KPDP** (France): original and innovative designs aimed at fashion, lingerie, swimwear, accessories and furnishing.

**KYUJIN LEE** (Korea): exploring the possibility of creating a visual narrative through a textiles and fashion collection.

**KYMZO** (France): textile design, computer graphics, transfer paper.

**LADIESLINE** (United Kingdom): an innovative collection of printed exclusively designed for women.

**LARCH ROSE** (United Kingdom): specialised in manipulating and embellishing fabrics. Pleated, appliqué...

**NEBSEN** (France): a creative and innovative universe of exclusive designs aiming at the women, junior, lingerie and swimwear markets.

**PAD AND PAW** (United Kingdom): knitted, stitched, printed and constructed fabrics samples.

**PAPER & CLOTH DESIGN STUDIO** (United Kingdom): a team of textile design newcomers alongside a core of talented experienced designers we offer a uniquely creative and commercial print pattern collection. Designs are available to buy online.

**SWANSEA METROPOLITAN UNIVERSITY** (United Kingdom): a rich and diverse selection of textile designs created by students of Swansea University.

**THE SCENT OF KOREA** (Korea): presentation of a competition of textile designs from Korea.

**VICTORIA PURVER** (United Kingdom): a combination of drawings and digital prints for uses as scarves, fashion and interior fabrics and lingerie.