



INTERFILIÈRE SOCIETY



THE INTERNATIONAL
BODYFASHION BUYERS CLUB

INTERFILIÈRE

LINGERIE X SWIM X SPORT

19.20.21
JANUARY 2019
PARIS

20.21
MARCH 2019
HONG KONG

6.7.8
JULY 2019
PARIS

SEPTEMBER 2019
SHANGHAI

OCTOBER 2019
NEW YORK



Let's join the *Interfilière Society* !

Fabric buyers, designers, merchandisers, R&D services and product managers from the lingerie, swimwear and sport industry will find in Interfilière Society precious tools.

Purpose of the club is to help you ANTICIPATE the future trends and to keep you UP TO DATE. **In-depth prospective market and trend analyses** provided will make your design or marketing services save precious time !

It's also a good opportunity to DEVELOP your business thanks to **customized matchmaking services** and to NETWORK with other influential actors of the industry.

Join Interfilière Society and get **free access & VIP status** on all Interfilière fairs !

3 GOOD REASONS TO BECOME A MEMBER

ANTICIPATE TRENDS

- ✓ **TREND BOOKS & COLOR RANGES** one step ahead
...P4
- ✓ **PREVIEW TREND CONFERENCES**
exclusive access and reserved seating
...P5
- ✓ **FASHION REPORTS**
analyses of haute couture and fashion catwalks
...P6

GET TARGETED INFO

- ✓ **MARKET STUDY**
prospective and strategic information
...P7
- ✓ **PRESS REVIEWS**
with key figures, country focus, trends, interviews...
...P8

DEVELOP BUSINESS

- ✓ **MATCHMAKING**
premium customized services to identify potential partners
...P9
- ✓ **NETWORKING EVENTS**
to share experience and ideas
...P9

AND...

- ✓ **CALENDAR**
...P10
- ✓ **RATES**
...P11

TREND BOOKS AND COLOR RANGES

- 2 COLOR RANGES:

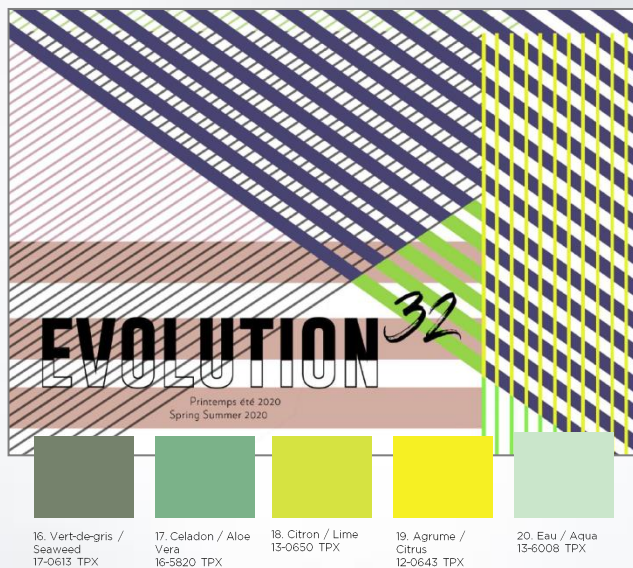
Few months prior to the show, a « color committee* » determines the color palette that will set the tone for future trends and inspire the lingerie and beachwear collections.

*Composed of renowned designers from trend agencies such as Concepts Paris, Nelly Rodi, Promostyl, Carlin International, Trend Union, Studio Commandeur, as well as prestigious guests.

- 2 « EVOLUTION » TREND BOOKS:

Based on the report from the Colors discussion, a Trends Guide is created by Concepts Paris in collaboration with the trade show team. Exhibitors have preview access to this essential reference and use it to create their collections. For visitors, it's a **vital and valuable tool** that gives them information for their upcoming collections.

Delivery one step ahead: receive twice a year the EvoGuide pack up to 6 months before official launch on Paris Interfilère fairgrounds (TREND GUIDE in digital format and COLOR RANGE in hard copy).



Face value for non-members: 480 €

PREVIEW TREND CONFERENCES

Invitation to the trend preview conferences led by Jos Berry from Concept Paris trend agency during the January & July Interfilière fairs in Paris.

The conference usually takes place before fair opening at 8am on Sunday and is reserved to exhibitors as inspiration source for their upcoming collections. It is therefore an opportunity not to be missed to anticipate trends !

3 persons max per event

Exclusive access to members
with reserved seating



FASHION REPORTS

4 EDITIONS PER YEAR

Complete analysis reports from latest ready-to-wear catwalks by our fashion expert Vanessa Causse, which are valuable inspiration sources for future trends in the lingerie, swimwear & sport industry:

- **2 Women's Fashion Weeks**
New York, London, Milan & Paris
(held in February and September)
- **2 Haute Couture Fashion Weeks shows**
Paris (held in January and July)

Content: 100 to 300 pages for each report
sent in digital format 2 to 3 weeks
after the catwalks

Face value for non-members: 3 000 €



MARKET STUDY

1 EDITION PER YEAR

Face value for non-members: 1 500 €

➤ **STUDY 2019:** topic to be disclosed soon

➤ **PAST STUDY 2018: RETAIL MARKET**

An overview of the retail market with analysis of the new rules and tools so that you can make them your own within your field. Let's go for a tour of the most interesting boutiques to broaden your fashion culture and nourish your professional spirit ! Get inspired with visuals illustrating all types of ideas and concepts ! (138 pages)

- Retail today: market background, brick & mortar retail, pop-up, lifestyle, lingerie focus
- The new 2.0 shopping experience and digital tools
- Merchandising: shop fitting, fitting rooms, display windows, cross-selling
- Future tools for retail: wording, facilitating services, element of surprise, co-working, collaboration



➤ **PAST STUDY 2017: RUSSIAN MARKET**

A complete overview of the Russian lingerie and swimwear market (351 pages)

➤ **PAST STUDY 2016: CROSS-OVER LINGERIE AND BEAUTY**

A worldwide sampling of brands & stores of inspiration where lingerie connects with beauty (157 pages)

PRESS KITS

Get the most from “LINGERIE & SWIM MAG” SPECIAL ISSUE, the press kit of Salon de la Lingerie / Mode City and Interfilière shows

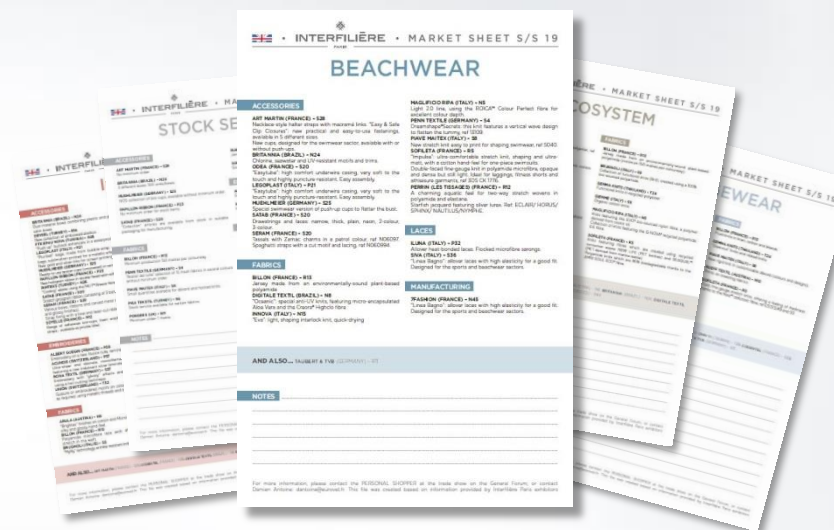
Thorough decoding of the fair with market figures, product and materials trends, case study on one of the fair’s special issue (like prints, lace, lightness...) with both an artistic as well as a pedagogical approach, a country focus, the latest news in innovative solutions, plus interviews of designers of the year.



Content: Around 80 pages sent twice a year in digital format

Only granted to journalists previously

PRODUCT / MARKET SHEETS



Prepare your visit of the fair and get the point to save time with **list of exhibitors per activity focus**

We have devised practical sheets per products or market: special finishing, sustainable solutions, swimwear, activewear, natural and/or organic materials for instance (available on Paris Interfilière shows only).

Content: 1 page per sheet – all sheets sent 1 week prior to the fair in digital format

Available in preview for members

MATCHMAKING

Members of the club can benefit from our "ROOM SERVICE" SPEED MEETINGS with SELECTED EXHIBITORS during Interfilière fairs in Paris:

- Room service : we bring exhibitors to you in a private room, where you and your team are comfortably seated with refreshments away from prying eyes
- Speed meeting : 20 mn appointments with up to 5 Interfilière exhibitors
- Selected exhibitors : we submit a shortlist to you of exhibitors based upon your needs and invite those you have selected



Face value for non-members: 450 €

Our personal shopper is also available all year long to help you identify new suppliers and arrange appointments.

Priority process for members of the club

NETWORKING EVENTS



5 annual meetings at each Interfilière session (Paris in January and July, Hong Kong in March, New York and Shanghai in September).

The networking meeting is the opportunity to collect your TREND GUIDE and COLOUR BOOK and to exchange about specific topics with like-minded professionals like our fashion expert Vanessa Causee during Interfilière Paris.

3 persons max per event

RATES

ANNUAL MEMBERSHIP FEE PER COMPANY TO INTERFILIÈRE SOCIETY

1ST MEMBERSHIP:
1000 € excl. VAT

RENEWAL:
650 € excl. VAT

1 LUCKY DRAW

Every year among members of the club to win an air ticket* to visit one of our Interfilière shows!

Alexander Nikulin, Executive Director of TRIBUNA, a Russian manufacturer specializing in lingerie and swimwear in the plus-size segment, won the prize. He has been member since January 2017 and explains:

"We do enjoy being part of Interfilière Society. Since all the services provided are important for our design and R&D dept., we always pay close attention to the trend guides while developing new collections.

Catwalk analyses contribute to the overall look of the collections. And we can always rely on Eurovet's insider opinion on market developments. Sometimes you just get used to your everyday routine and can easily lose sight of what's going on. In this situation, the market studies and other materials help us find our focus again."

*Air ticket on economy-class basis + 2 nights hotel offered.
Lucky draw to take place in September in Shanghai.

THEY ALREADY TRUSTED US





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ANY QUESTIONS ?

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