



INTERFILIÈRE SOCIETY



THE INTERNATIONAL
BODYFASHION BUYERS CLUB



JANUARY 20/21/22
PARIS



MARCH 27/28
HONG KONG



JULY 7/8/9
PARIS



SEPTEMBER 26/27
SHANGHAI



OCTOBER
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.

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

- ✓ **MATCH MAKING**
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 Interfilière fairgrounds (TREND GUIDE in digital format and COLOR RANGE in hard copy).



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: 40 to 100 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 €

➤ 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)

MATCH MAKING

Members of the club can benefit from our **"ROOM SERVICE" SPEED DATING with SELECTED EXHIBITORS** during Interfilière Paris:

- **Room service** : we bring exhibitors to you in a dedicated room, where you and your team are comfortably seated with refreshments
- **Speed dating** : 15 mn appointments with up to 5 Interfilière exhibitors + 15 mn left for you to debrief with your team
- **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: 2 000 €

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 Causse during Interfilière Paris.

3 persons max per event



YOUR 2018 CALENDAR

[illegible]

1 LUCKY DRAW

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

RATES

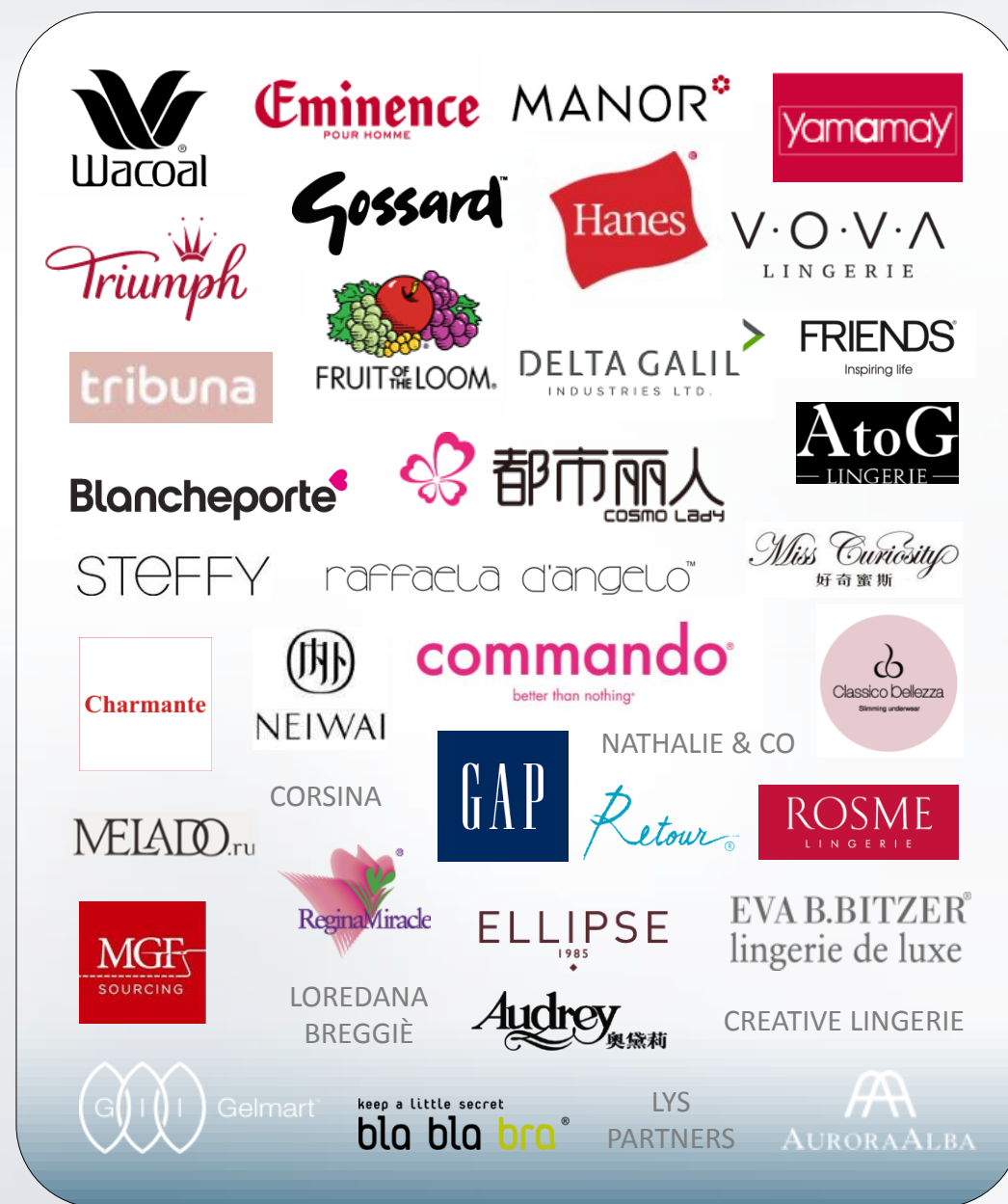
ANNUAL MEMBERSHIP FEE PER COMPANY TO INTERFILIÈRE SOCIETY

1ST MEMBERSHIP:
9000 HKD

RENEWAL:
6000 HKD

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

THEY ALREADY TRUST US





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ANY QUESTIONS?

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