



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 precious tools in Interfilière Society.

The purpose of the club membership is to help you **ANTICIPATE** 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 using the **customized matchmaking services** and to help you build your **NETWORK** with other key players of the industry.

Join Interfilière Society and get **free access & VIP status** at all Interfilière shows!

3 GOOD REASONS TO BECOME A MEMBER

ANTICIPATE TRENDS

- ✓ **TREND BOOKS & COLOR RANGES** keeping you 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 KIT**
with key figures, country focus, trends, interviews...
...P8

DEVELOP BUSINESS

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

AND...

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

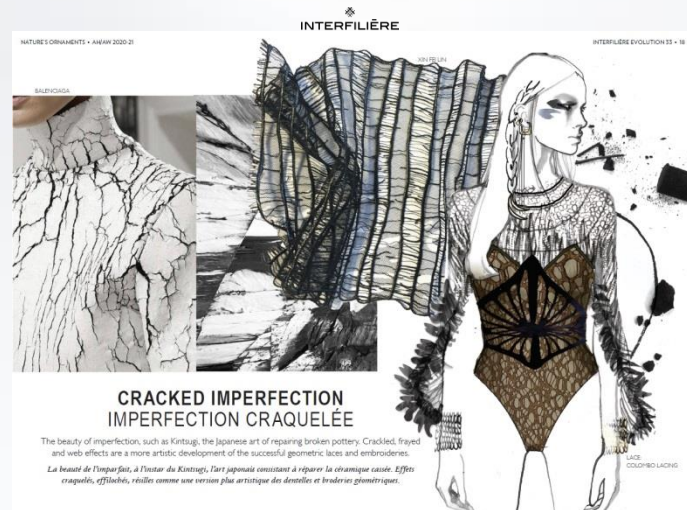
TREND BOOKS AND COLOR RANGES



- 2 COLOR RANGES:

Twice a year, a **Color Committee***, determines the color palette that will **set the tone for future trends** and inspire the lingerie and beachwear collections.

*The Color Committee includes trend agencies such as Concepts Paris, Nelly Rodi, Promostyl, Carlin International, Trend Union, Comité Français de la Couleur, as well as prestigious guests (Brands & Suppliers).



- 2 « EVOLUTION » TREND BOOKS:

Based on the report from the Colors discussions, 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 own collections. For visitors, it's a **vital and valuable tool** that gives them inspiration for their upcoming collections.

Delivery one step ahead: receive, twice a year, the EvoGuide pack up to 6 months prior to the official launch at the 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 during the Interfilière fairs in Paris & Shanghai.

In Paris, the conference usually takes place before fair opening at 8am on Sunday, while in Shanghai it takes place at 9:30am. It is reserved for exhibitors as an inspiration source for their upcoming collections. If you want to anticipate trends, it is an opportunity not to be missed!

3 persons max per event

Exclusive access to members
with reserved front row seats



FASHION REPORTS

4 EDITIONS PER YEAR

Complete analysis reports of the 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 with a breakdown of the key colors, prints, patterns and materials for each designer.

Sent in digital format 2 to 3 weeks after the catwalks

Face value for non-members: 25 000 HKD



MARKET STUDY

1 EDITION PER YEAR

Face value for
non-members: 12 500 HKD

➤ **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, for you to make them your own within your field. Taking you for a tour through the most interesting boutiques and concept stores to broaden your fashion culture while nourish your professional spirit! Get inspired with visual illustrations of all the 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 shows press kit of Salon de la Lingerie / Mode City and Interfilière Paris

Thorough decoding of the show with market figures, country focus, trend information, hot topic highlighted on the show (such as lace, lightness, print, sustainability...), the latest news from our exhibitors, their innovation and interviews of the designers of the year.



Content: Upto 100 pages of content sent twice a year in digital format

Only disseminated to journalists and Interfilière Society Members

PRODUCT / MARKET SHEETS



Prepare your visit to the fair beforehand with the list of exhibitors per activity focus and save time.

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

Content: Booklet sent 1 week prior to the fair in digital format.

Available in preview for members



MATCHMAKING

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

- **Privacy:** We bring exhibitors to you in a private room, where you host them along with your team, comfortably seated with refreshments and well away from prying eyes.
- **Speed Meeting:** 20 min appointments with up to 5 Interfilière exhibitors.
- **Selected Exhibitors:** We provide you with a list of exhibitors based on your profile and invite those that you select.



Face value for non-members: 4 000 HKD

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

Priority process for club members

NETWORKING EVENTS



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

The networking meetings in Paris give opportunity to collect your **TREND GUIDE** and **COLOUR BOOK**, and to exchange about specific topics with like-minded professionals.

3 persons max per event

RATES

ANNUAL MEMBERSHIP FEE PER COMPANY TO INTERFILIÈRE SOCIETY

1ST MEMBERSHIP:
9 000 HKD

RENEWAL:
6 000 HKD

1 LUCKY DRAW

Every year, one member of the club has a chance to win an air ticket* to visit one of our Interfilie shows!

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

"We do enjoy being part of Interfilie 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 during the Shanghai show.

Be part of the community and Join us!





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PARIS • NEW YORK • HONG KONG • SHANGHAI


ANY QUESTIONS?

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