

Press release | 3 September 2019

Première Vision Sport: first edition warmly received by U.S. sports brands

The inaugural edition of Première Vision Sport, held on August 14 and 15 in Portland, Oregon, got the collective thumbs up from American and Canadian buyers.

The turnout – with some 2,200 professionals specialised in sports and athleisure attending the show – as well as the calibre of the visiting brands were both highly appreciated by the 58 sportswear specialists brought over by Première Vision for the event, held alongside and in partnership with The Materials Show, the leader of sports footwear material & component sourcing.

Aside from a solid attendance from the major local players – given Portland's strategic positioning as home to the headquarters of brands, Première Vision Sport also attracted key buyers based in Florida, New York, Montreal and Vancouver. Among them: *Adidas, Aldo Group, Amazon Lab126, American Eagle Outfitters, Arc'teryx, Aritzia, Asics, Athleta, Brooks Running, Caleres, Calvin Klein Performance, Camuto Group, Carbon38, Coach, Columbia Sportswear Company, Deckers Outdoor Corporation, Delta Galil, Dick's Sporting Goods, G-III Apparel, Google Inc, Kohl's, Lululemon Athletica, Merrell, Michael Kors, Mizuno USA, Nike, Nordstrom, Old Navy, Outdoor Research, PVH, PVH/Tommy Hilfiger, Quiksilver, Reebok, Sorel, Splits59, Summersalt, Tapestry, Target, The North Face, The Orvis Company Inc., Timberland, Tyr Sport, Under Armour, Uniqlo, Vans, VF Outdoor.*

Visitors got to discover a wide selection of original designs, trims and fabrics, as well as the latest market innovations, presented through a range of products in both synthetic and natural materials and performance fabrics.

Harnessing the expertise of the PV fashion team, forward-looking insights for the sportswear market were also provided through seminars and the presentation of the PV color range.

"Première Vision's arrival with this type of offer in the U.S. was strongly welcomed by the buyers. The complementarity of the two shows and the great synergy that was created with The Materials Show confirmed our decision to continue building on this development and reinforce our presence in Portland. PV Sport will be back next February with an even broader product offer and a richer line-up of programs," said Guglielmo Olearo, International VP of Première Vision.

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Next U.S. shows:

Première Vision New York
January 21-22, 2020
New venue: Center415 on 5th av.

Première Vision Sport, Portland / OR
February 12-13, 2020

Première Vision in the USA

Established in the United States in 2000 with the Première Vision New York show and an offer of materials and services - fabrics, designs, leather, accessories, manufacturing - for the creative fashion markets, Première Vision strengthens and develops its presence on the US territory with the creation of Première Vision Sport.

Première Vision New York is an established rendezvous for the US fashion professionals in January and July. The last July 2019 edition has brought together 213 exhibitors and some 2840 visitors.

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