



18th edition • Parc Floral de Paris

4 - 5 - 6 July, 2015

Autumn, winter, spring, summer, ... just as regular as the rhythm of the seasons, the carrousel of trends never stops turning. With Summer 2016 right around the corner, **Playtime Paris will present its 18th edition July 4 - 6, with the overall theme of 'Movement'.** Beyond the ballet of the collections, it's all about the energizing beat of renewal around which the main professional event of your summer is being organized.

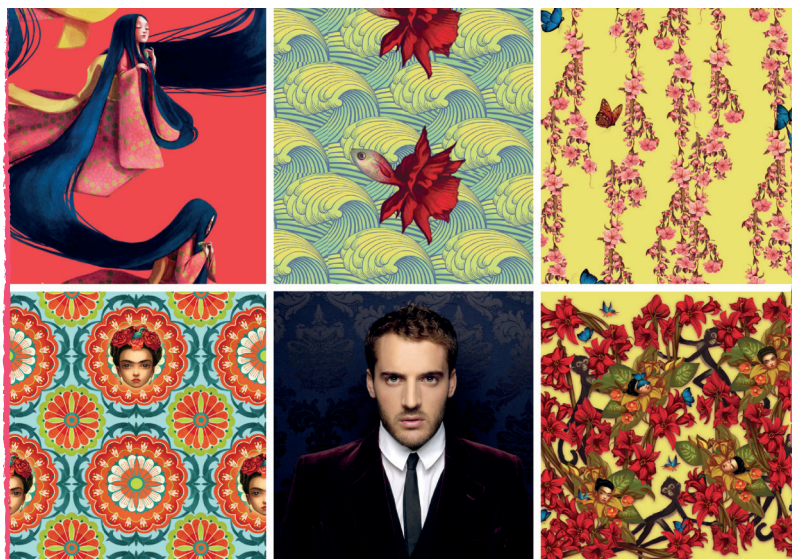
470 BRANDS: THE LARGEST CHILDREN'S AND MATERNITY SELECTION IN EUROPE!

Our trade fair just keeps growing, and we're optimizing its space to better address the double goal we've set ourselves: offering each brand a window onto the world and presenting visitors with the most complete and stimulating selection possible.

With collections from 39 countries to discover, wandering through the aisles of the fair can sometimes feel like a veritable world tour: Europe, United States, South Korea, Japan, India, Singapore, Columbia...who knows where the next stand will transport you? What's sure is that you will go from surprise to surprise. For those who are too impatient, or just curious, we can already share some hints for the Spring-Summer 2016 season:

Cocolico will present a new collection, created in collaboration with children's books illustrator and author **Benjamin Lacombe**. The brand will also take advantage of the event to unveil its new virtual mirror, which is sure to revolutionize the act of trying on clothes at a store.

Braveling, the stockings and leggings brand from London, will present its new line of accessories, including caps and socks that will keep you warm from head to toe.



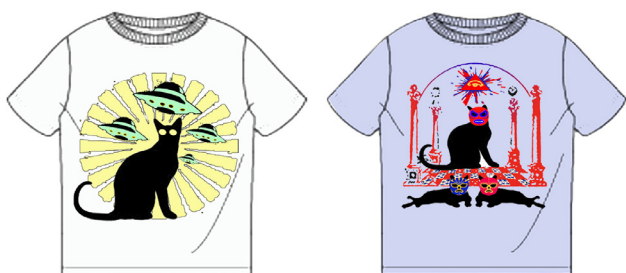
The underwear line **Germaine des prés** also wants to dress your nights, with its "night and day" capsule collection for young girls aged 12 - 18 years old that will include underwear, obviously, but also matching shorts, tunics and night shirts.



Awarded the Milk 'Must-Have' prize at the last Playtime Paris, **Ine De Haes** will be back with a new, multi-cultural project. Inspired by the short film 'Ferferreh' by Maryam K. Hedayat, the Belgian designer joined forces with the director and children's book illustrator Fatinha Ramos to create a children's book that will round off her new collection.



In collaboration with Marlon Richards (son of the Rolling Stones drummer), **No added sugar** will bring a royal rock spirit to its collection. Completely over the top, esoteric or provocative prints will be used for boys' T-shirts and sweatshirts.



The anti-UV children's and maternity beachwear brand **les Ultraviolettes**, will celebrate its 5th anniversary with a double dose of innovation: a line of nursing lingerie that is as stylish as its bathing suits, and an anti-UV beachwear line for children that can be worn at the beach as well as in town.



Sporty future mums won't have to sacrifice style thanks to the new Active Wear from **Noppies** range.



Alongside these new developments, **463 other brands will be sharing their inspirations and projections for Summer 2016:**

To see the complete list of exhibitors, visit our website, where **you can also print out your personalized selection:**

www.playtimeparis.com/fr/liste-des-exposants/

THE TRENDS RACE

Whether they are cyclical or surge from out of the blue, trends follow their own dynamic. A movement that is so characteristic that it becomes its own trend in a society that no longer knows what rhythm to follow. Between the endurance of an adventurer who scales the summits of fashion, the softness of a cocoon, or the energy of frenzied disco, **which movement will you follow?**

CHILDREN'S TRENDS

Our trendsetter Julie Malait will propose the key silhouettes of the Spring/ Summer 2016 children's wardrobe in the trend spaces dedicated to customized art installations.

'ON THE ROAD' Theme

Pack your bags and take off to explore the world! New places, new cultures... at each stop, the bags are stuffed with ethnic embroideries, folkloric prints and colors from another land. Once back home, it all gets mixed up into multiculti ensembles and the voyage continues!

Artist and set designer **Johanne Simonet**, and stylist and textile graphic designer **Stéphanie Aujean**, will use a new ornamental language in their installation that tells the story of landscapes and encounters plucked right out of a travel journal.

www.johannesimonet.fr
www.stephanieaujean.wix.com/studio



'TAKE IT EASY' Theme

Escape from the hustle and bustle. Children know better than anyone how to close themselves off in their own little bubble, slow down, and let their spirit wander... A perfect chance for a stylistic break in order to purify shapes and wrap up in white.

In a play of shadows and slow motion movements, the silhouettes of artist **Julie Gauthron** will carry us off into a sweet daydream.

www.juliegauthron.fr



'LET'S DANCE!' Theme

Little ones or big ones, no one can resist the disco rhythm! Sequins, rhinestone and psychedelic prints invade the dance floor. Donna Summer gets everyone up to shake their booty.

This summer at Playtime Paris and New York, photographer **Zoe Adlersberg** will present, in the same trend space, a freeze frame image of dancing, waving and skating children in the midst of a disco party!

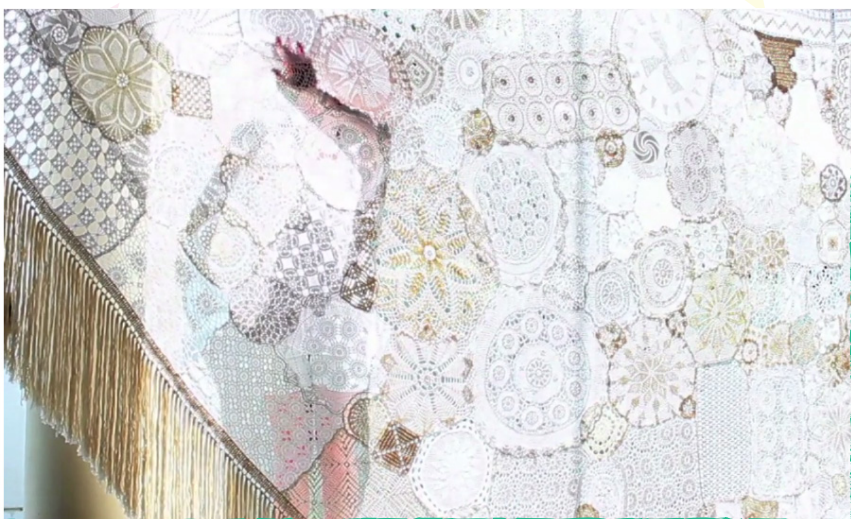
www.zoadlersberg.com



MATERNITY & LAYETTE TRENDS

The **Carlin trend forecasting** group will propose its take on the Summer 2016 trends for Maternity and Layette in a trend space situated in the heart of our new Maternity showroom space. Future mums can enjoy a trip through a fantasy desert in which urban and nature fuse together for the greatest of pleasure.

www.carlin-groupe.fr



'DESERT' Theme

This season, we are inspired and nourished by deserts! They represent more than 1/5 of the planet and are still fairly untapped, but they offer a new vision of immaterial luxury: space, silence, discovery...

Inspired by a nomadic attitude combined with functionality, ergonomics and a consciousness of natural resources, the 'Desert' theme invites us to explore several universes: movement, travel and zen.

Maternity silhouettes will be enveloped in large, crocheted, printed and embroidered shawls by artist **Aurélië Mathigot**, volumes that reflect sketches in her travel and work journals.

www.aureliemathigot.com

BLOGGY STYLE

Because, before being decrypted by the magazines, style is above all something that is constructed by "shopping your closet", Playtime allows you to explore, before everyone else, the children's Spring/Summer 2016 collections and build your favorite groupings like a professional stylist!

www.pirouetteblog.com



FLORENCE ROLANDO-PIROUETTE

www.urbanmoms.nl



ESTER BUITENDIJK - URBAN MOMS

www.pauletpaula.com



PEGGY JUCHE-PAUL & PAULA

On Saturday July 4, the creators of the blogs Pirouette, Paul&Paula and Urban Moms will go through the fair and choose their 15 favorite pieces. It'll be up to you to put together your favorite looks. If inspiration is hard to come by, press "Shuffle" and enjoy the surprise of the proposed pairings!

Rendez-vous on July 5 to discover their choices! www.playtimeparis.com/en/trends/

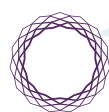
JOIN THE 1,000 BUYERS ALREADY REGISTERED ON PLAYOLOGIE.COM!

Launched about one year ago, the online marketplace for Playtime designers has already convinced nearly 1,000 buyers to create an account! Designed to optimize and facilitate the buying process, the platform can now propose nearly 100 brands with pieces available for immediate delivery or show off their new collections. The Playologie team will be present at the fair to introduce the website's new functions and to answer the questions of professionals seeking to work more efficiently.

Rendez-vous on Sunday 5th and Monday 6th of July, starting at 8:30 am. at the Soup&Juice restaurant for a breakfast presentation, as well as at stand H14-I09 throughout the show.

If you would like to attend, please email Caroline Mossot at caroline@playologie.com

www.playologie.com



PLAYOLOGIE

'STYLESHOOTS' PRESENTS!

Following their success at previous shows, the "all in one" photo studio **StyleShoots** will once again offer its ultra-rapid service to brands who are looking to take care of their photo needs for once and for all.

In just a few seconds, designers can get pictures of their products taken that will automatically erase the background. No longer is any touch-up required, the photos will be directly ready to use, available in 25 export formats!

<http://visualinstinct.be/> • info@visualinstinct.fr • + 33 (0)1 84 17 76 75



StyleShoots

Find all practical info to prepare your visit on our website, and to facilitate your transportation, this summer Playtime teams up with UBER to offer you 20€ off on your first ride.

www.playtimeparis.com/en/practical-info/



July 4-5-6, 2015 / Parc Floral de Paris

Saturday & Sunday 9:30am - 6:30pm - Monday 9:30am - 5:00pm

More info on www.playtimeparis.com

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