

“MY DESIGN AESTHETIC
IS AN ORGANIC MIX
OF CONTRASTING FORMS
AND STRUCTURAL DETAILS.”

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PV Istanbul confirms its fundamental role in the Middle East & Eastern Europe fashion market

For the 6th edition of Première Vision Istanbul designers and buyers from Middle East & Eastern Europe shopped the Spring Summer 18 collections presented by 104 exhibitors.

They were 6 516, coming from TURKEY, RUSSIA, UKRAINE, IRAN, TUNISIA, ROMANIA, GREECE, BULGARIA, JORDAN, SAUDI ARABIA...

Even though the Turkish visitors representing the largest contingent remained stable, there is a significant increase for Russia and Ukraine. The number of visitors from Saudi Arabia, Jordan and Qatar are also rising. More buyers from Serbia, Kosovo and Albania made the trip to Première Vision Istanbul, compared to previous editions.

As demonstrated by the visitors' enthusiasm, the show is an exceptional port of entry to creativity in this part of the world. In addition to connection with suppliers, buyers could find inspiration for their collections by viewing the Première Vision colors and attending “Let's talk about fashion” - a tour of the Forum decoding the trends with the newest creations of exhibitors.

Première Vision Istanbul focused this edition on Athleisure. Talks in partnership with Men's Health Turkey and Koton and dedicated area gave a strong vision of this not to be missed fashion tendency.

Overall exhibitors seemed pleased with the show's attendance. Marsan remarked that *"the show gives us the chance to communicate with potential customers keeping in mind our sales and advertising targets"*. For the knit specialist NAZ ÖRME and the renowned trims producer YKK, Premiere Vision Istanbul gives them the possibility of increasing sales by reaching new customers as well as reinforcing existing relationships.

EZGI TEKSTIL was satisfied with the attendance: *"It allows us to communicate with potential clients. For instance, we noticed that Arabic companies visited this edition. This made us decide to enter this new market. "*

NEXT show: 18-20 October 2017