

INTERNATIONAL
 TRADE SHOW
 CALENDAR

des Expositions," said a spokesman for the show, adding that there will be a new layout for the fair's five areas — Fame, Private, Trendy, Urban and Studio.

There are about 1,600 brands, split between apparel and accessories. Last year, the show attracted 59,970 visitors, up 3 percent compared with the previous year. Organizers hope attendance will be on par this year.

Bijorcha Paris is to be held from Jan. 22 to 25 at Paris' Porte de Versailles. Last January, it had 14,981 visitors, up 8 percent from January 2014.

Salon International de la Lingerie will take place at the Porte de Versailles with a three-day run that begins Jan. 23. In 2015, the show attracted around 15,000 visitors and 450 exhibitors.

Toya de Rayniès, lingerie division director at Eurovet, SIL's organizer, expects numbers on a par with last year. New brands to the fair include American lingerie label The Naked Princess, and French brands Les P'tites Cousines and Germaine des Prés, as well as German men's underwear labels Tom Tailor, Ceceba and 2Eros from Austria.

SIL has named Swiss-based brand Hanro as lingerie designer of the year of Paris Capitale de la Création 2016. The brand celebrated the 30th anniversary of its best-selling 1601 top worn by Nicole Kidman in "Eyes Wide Shut." Meanwhile, SIL's sister event, Interfiliera, is to give good play to jacquard this time around.

For the second season, Tranoi Preview, which features mostly brands that produce women's collections, and Tranoi's main men's salon, are to be held concurrently Jan. 23 to 25 and in the same venues, at the Palais de la Bourse and the Docks — Cité de la Mode et du Design building, on the bank of the Seine river.

Visitors have access to both shows with a single pass that is free. There will be a shuttle service between the locations that includes a boat to cross the river.

"We noticed that buyers for women's precollections are in Paris during men's fashion week," said David Hadida, Tranoi president.

The show is also capitalizing on growing demand for niche fragrances by introducing a scent component — Tranoi Fashion

and Fragrance — at its upcoming session.

The Capsule men's wear show will run for first time in Maison de la Mutualité, in the Latin quarter, a move designed to make it more accessible for buyers. The next edition is scheduled for Jan. 22 to 24.

Capsule Men's show will bring back La Nouveaux — a section spotlighting emerging designers introduced last season.

The Capsule Women's show in Paris, scheduled for March 4 to 6, will be held in Tapis Rouge, a building that housed a department store in the 19th century.

Première Vision, with a three-day session running Feb. 16 to 18 in the Paris Nord Villepinte fairground, expects to maintain its position as a key upscale fabric fair.

The show is bringing back its Maison d'Exceptions, an enclosed area showcasing special manufacturing techniques. Next year, 30 international companies are participating, including accessories and leather goods manufacturers, up from 26 in 2015.

Première Vision had 58,443 visitors in February 2015, down 5 percent from February 2014, and 1,793 exhibitors. International visitors made up 73 percent, starting with those from the U.K., Great Britain, Italy and Spain.

"The market is flat. Even if consumption in the U.S. is strong, we remain cautious," said Gilles Lasbordes, general manager at Première Vision.

The Made in France Première Vision trade show, founded in 2003, will run April 6 and 7 at Carreau du Temple. Last year, it attracted 2,718 visitors and 103 exhibitors.



Italians Banking on the American Plan

A strong economy Stateside is boosting prospects in Italy.

By LUCIE JANIK
 Captain America to the rescue.

Italian trade show organizers are satisfied with the economic performance of 2015, thanks in



part to a recovering U.S. market, and expect the positive results to carry into 2016, with an increase of foreign visitors.

Ercolo Botto Paola, Milano Unica's new president, said 2015 was a good year "thanks to a North American market that finally returned to buy in Italy consistently," noting that recovery in the U.S. also had positive effects on the domestic front.

He added that China, despite its current difficulties, remained the second most important target market together with Hong Kong, but that Japan and South Korea have also given positive signs, leading the industry to a trade surplus of 26 percent, a trend he expects to continue next year.

For the next edition, slated for Feb. 9 to 11, Botto Paola expects an increase in foreign visitors and clients, but adds that the number of involved companies and their quality is more important to the fair and its exhibitors.

"The European market is strategic, especially Germany, but also countries like Romania and Tunisia shed a light on important trends, thanks to the relocation of production made in their territories," he said.

Milano Unica also held its first U.S. edition in New York in July, at the Jacob K. Javits Convention Center, showcasing 87 exhibitors and registered 1,300 visitors that represented 700 companies. The fair will return for a second edition, slated for Jan. 24 to 26.

Mossimiliano Bizzi, president of niche show White, which took place

in September, noted that the fair registered a higher number of visitors, exceeding 20,000 with a 12 percent growth in buyers, especially from northern Europe.

"For the next year I expect further growth, especially among foreign visitors coming from Japan, China, South Korea, Switzerland and northern Europe — Germany in particular," Bizzi said, adding that the women's edition, slated for Feb. 27, would return for four instead of three days. The men's edition is scheduled for Jan. 16 to 18.

Ciriaco Marcolin, president of annual eyewear fair Mido, noted that the challenge for 2016 would be to meet and even beat the record attendance from this year's edition and bank on the positive movement of Italian eyewear exports in the first half of 2015.

"America, Asia and Europe — these are the areas in which first-half exports were more efficient," he said. "Globally, Italian products were confirmed protagonists in 2015 in the international market, with a trend that we assume is also confirmed for the first months of 2016."

Marcolin noted that for the fair's 46th edition, slated for Feb. 27 to 29 at Fiera Milano SpA, the free train connections for attendees from Rome and Venice would return and a new connection from Turin is planned.

Jewelry fair Vicenzaoro registered a 14 percent increase of buyers at its September edition compared to 2014, confirming

a positive economic direction for 2015 in jewelry consumption that continued in the second quarter with 6 percent growth, according to Matteo Morzotto, president of Fiera di Vicenza.

"The data from Italian jewelry exports in the first half of the year is also positive, up 11.8 percent compared to the same period in 2014," he said, adding that he was moderately optimistic for the coming months, regardless of international tensions in Russia, the Middle East and a slowdown in some emerging countries.

At the fair's next edition, Morzotto wants to maintain the Vicenzaoro — The Boutique Show format that was introduced in January and also confirmed a return of the fair's Dubai edition, slated for Apr. 14 to 17.

Raffaello Napoleone, chief executive officer of Pitti Immagine, said the trade show's outlook is upbeat, having already received 200 requests to participate in the upcoming Pitti Uomo to be held from Jan. 12 to 15 at the Fortezza da Basso in Florence.

Marco de Vincenzo will be at Pitti Uomo as guest women's wear designer. Jun. J will be the first guest men's wear designer from South Korea, and Adidas Originals by White Mountaineering is the guest designer project.

Napoleone added that the international Woolmark Prize men's wear final would also be held at the show in January.

According to Emanuela Forlin, exhibition manager of Fiera Milano's biannual

prêt-à-porter show MIPAP and bridal show SI Spocaitalia Collezione, there's a renewed spotlight on Milan, which she credits to new cultural offers, including Expo, the recently opened Fondazione Prada and the Armani/Silos museum.

For the upcoming edition of Spocaitalia, slated for May 20 to 23, Forlin said the fair wants to strengthen the city's international edge with increased investments in more receptive foreign markets and already started scouting new designers to bring to the show for the first time.

Regarding MIPAP, scheduled for Feb. 27 to 29, Forlin said the goal was to "increase the number of brands that will be present and therefore the number of buyers who will visit."



Berlin Regaining Its Traction

German shows are trying an array of strategies to boost their international appeal.

By MELISSA DRIER
 Innovation, intensified services and internationalization are on the agenda for Germany's next round of trade shows.

Berlin's fair organizers are upbeat as they gear up for the season's start in January, despite what observers describe as an "environment dominated by change and transformation."

Bread & Butter's bankruptcy and final farewell as a trade show raised questions last summer about Berlin's ongoing drawing power, and new owner Zalando's postponement of Bread & Butter's B2C January debut — given the venue's partial use as a refugee shelter — further unsettled some players.

The issue now seems to have evaporated. With a 10-fair lineup, Berlin is unrivaled in Germany, and while there are certainly other areas [of trade fair activity] in Western Europe, Berlin is still the pivot," said Jürgen Dax, director of the ▶