



Concepts Paris

**Our activities at Interfilère Paris
19.20.21 January 2019**

The General Forum

The lingerie market is changing rapidly, it is becoming a very diverse world. At this Interfilère we want to show this diversity and individualism with snapshots of a market in mutation by involving the CHANGE MAKERS. The Forum is called NOUVELLE VAGUE, showcasing alongside fabric novelties of exhibitors, the new generation of garment designers who are the face of this NEW WAVE.

Designers from our global industry share their vision of tomorrow's BODYFASHION, including their favourite material, designs they are most proud of and their dreams of the future. Pictures of their HANDS CREATING underline that Bodyfashion, is more than any other fashion sector A MAKERS WORLD, focussed on discovery, meetings and inspiration. The new identity of a lingerie environment without boundaries and bursting from a re-found energy!

Empowering Lingerie's Uniqueness

A new consumer, their expectations and challenging product concepts

The lingerie industry's over-reliance on mass production has fostered a stale shopping experience where product details and stories no longer matter and sustainability, a true differentiator in the industry, has been dehumanised to the point of becoming a "me too" marketing tactic. To put it more simply, the lingerie industry has forgotten the consumer.

Please join industry veterans **Jos Berry, CEO of Concepts Paris** and **Justin Coates, Consumer Insights Leader within Eastman's Corporate Innovation Division**, as they discuss opportunities for the lingerie industry to reignite their relationship with consumers by developing more immersive retail experiences, building more human connections across all retail touch points, re-imagining product and sustainability, storytelling material and merchandising trends, and seeking out opportunities to participate in the Bioeconomy.

11.00-11.45 am, Sat 19th January in the Conference Room, Pav. 1

The Business of Enjoyment VIP Presentation

Interfilère's famous Sunday morning gathering

Colour X Material Concepts for AW 2020-21 presented by Jos Berry. And her special guest, one of the contributors of the Nouvelle Vague Presentation at the General Forum, Samantha Tretton will share her thoughts on being a designer today.

8.30am, Sunday 20th Jan in the fashion show area, Pav. 1 - INVITE ONLY

NEW Design Concepts Trend Book

Autumn Winter 2020-21

Come and visit us on our booth and see our new trend book, richer and more informative than ever!

Booth S29, Pav. 1