

## **Curiosity about specialized manufacturing and placed orders were major focuses at the fashion sourcing trade fair.**

Fair attendance was situated in the mid-to-high range this season and industry professionals at Fatex knew exactly why they came to the Porte de Versailles. Their 2 key motivations also allowed them to discover new exhibitors, place many orders and request a lot of information for future developments. The mood was reflective and steady, studious and concentrated ... and though some exhibitors only finalized 2 or 3 contracts per day, they were generally for larger orders. Also noted was a high B-to-B exchange that buoyed the fair's synergy with Interselection.

Visitors preferred contacts with those exhibitors proposing specific know-how and unusual or highly-specialized techniques, especially for leather, fur, knits, embroidered jeans, pieces with sleeves and outerwear.

Also popular were exhibitors having a creative or stylistic sensibility which went beyond tried-and-true basics or those companies proposing refined finishes. Though up to now exhibitors tended to offer fabrics and raw materials made in their own country, this season we noted a small number who did not hesitate to source fabrics, yarns and trims in Europe to better answer their client needs. This flexibility touched all exhibitors' integrated services ranging from logistics to manufacturing and largely answered European expectations both for fashion reactivity and quality.

FATEX successfully attracted buyers and order givers interested in large quantities for the general public and mass market. Fatex has become the trade fair of reference for these European markets. It completes a more high-end offer reflected at the « ZOOM by Fatex » fair.

The operation of Lesmajestéesverde and Unimaille (Madagascar) to introduce designers and manufacturers was a success.

French visitors were present, but visited the fair in smaller teams, causing a 15% drop in attendance overall. However, figures indicated that international attendance remains stable.