



GL EVENTS ACCELERATES DEVELOPMENT OF ITS FASHION DIVISION

To speed the international growth of its fashion division in a quickly evolving sector, GL events is strengthening the structure of its fashion ecosystem with the appointment of Florence Rousson as President of Première Vision Management Board, the leading trade show for the creative fashion industry. Her goal: to pave the way for new growth prospects in terms of services and events in new geographic markets.

In a market weakened by an uncertain global economic context following the Covid crisis, a fragile mid-market, and major sustainability issues, the GL events Group reaffirms its commitment to structuring the growth of its Fashion Division around Première Vision, which has been 100% owned by the Group since last year. The trade show, the cornerstone of its fashion ecosystem, attracts more than 86,000 visitors from 120 countries and more than 3,500 exhibitors from over 48 countries to 11 annual events held on 3 continents (Europe, North America, Asia).

To accelerate its development, Première Vision's Supervisory Board, presided over by Lucien Deveaux, appointed Florence Rousson President of the Première Vision Management Board on Wednesday 21 February 2024. Florence Rousson will continue the work carried out by Gilles Lasbordes since 2007 under the chairmanship of Philippe Pasquet to make Première Vision the leading organizer of shows and events in the creative fashion market, focusing on its strategic pillars: a selective international offer, cutting-edge fashion information, the promotion of creativity and innovation, unwavering support for young designers, and helping the industry face both current and future challenges.

During her 13-year career with GL events Exhibitions, Florence Rousson, until now the Director of the Green Tech + Division, has built a solid experience in trade show management. She previously spent more than 10 years with Eurovet and the Fédération de la Maille, providing her with extensive expertise in the textile industry and fashion markets.

Olivier Ginon, Chairman-CEO of GL events, commented:

"Première Vision brings together key players in the industry, helping to guide them through the market's transformation, for fashion that is both creative and sustainable. It stands as a unique brand, a genuine hub for the international industry and brands. Florence's mission is to pave the way for new growth perspectives in terms of market share through innovative products, services, and geographical opportunities. I extend heartfelt thanks to Gilles Lasbordes for his expert contributions throughout these past years."

The next edition of Première Vision Paris, taking place this 2 to 4 July 2024 at Paris Nord Villepinte, marks a new momentum. The show's international dimension will be strengthened by an unprecedented Hosted Buyers program and the participation of key global industry-players, particularly from Europe, Asia, and the Americas. The selectivity of the offer, a major component of this international event, will be highlighted through a redesign of the show's layout. Future outlooks and trends will also be spotlighted thanks to a rich and market-responsive program. The date is thus firmly set for upstream creative-fashion professionals to appreciate the new impetus being given to this major event, in line with and designed to meet the major challenges facing the fashion industry.

UPCOMING EVENTS

Première Vision Paris

2-4 July 2024

28-30 January 2025

1-3 July 2025

Made in France

27 & 28 March 2024

Denim Première Vision

5-6 June 2024, Milan

4-5 December 2024, Milan

Première Vision New York

16-17 July 2024

January 2025

Première Vision Shenzhen

10-12 April 2024 September 2024

Première Vision Blossom

11 & 12 December 2024



ABOUT GL EVENTS

www.gl-events.com



About GL EVENTS: As an integrated Group that operates in all event-related professions, GL events is a leading player in the three main events markets: congresses and conventions, cultural, sporting, and political events, and fairs and exhibitions aimed at trade professionals or the public. GL events is organized into three main business divisions: **GL events Live** groups together all the professions and services associated with corporate, institutional, and sporting events. Its teams provide turn-key solutions, from consulting and design to the final production of the event. **GL events Exhibitions** manages and produces over 200 proprietary fairs. Its portfolio covers a wide range of sectors: food-services, culture, textiles/fashion, industry, etc. **GL events Venues** manages a network of 57 event venues (convention centers, exhibition parks, concert halls and multi-purpose venues) based in France and around the world.

With a presence on five continents and in more than 20 countries, GL events currently employs 5,700 people. The Group is listed on the Euronext Compartment B (Paris Stock Exchange).

About PREMIÈRE VISION

Première Vision is one of the leading trade shows for the upstream creative sector. From just 15 Lyon-based weavers in the early 1970s to over 2,500 exhibitors and 59,000+ visitors* at today's Première Vision Paris, the Première Vision group's strategy has remained the same: to accompany the development of the international fashion industry and the market's major evolutions through its services and 11 events a year, now including a unique digital resource: the Première Vision Marketplace.

* : in 2023

www.premierevision.com

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