

# SPLASH PARIS

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Paris' first Premium Resortwear Tradeshow set to make even bigger waves for its second event this year!

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Splash Paris will host its second show this Summer following its highly successful launch last year.

Premium level buyers and press alike hailed the show's debut event as 'the key, new addition to the womenswear tradeshow calendar' whilst exhibitors were very impressed at the show's attendance in terms of quality, relevance and overall number of buyers and press.

This year Splash Paris will double in size and take place at a tented venue located on the banks of the River Seine close to Les Champs Elysee and across the river from Invalides. Co-founders of the show, Claire Spencer-Churchill and Alex Lyles, who also co-founded the multi-brand showroom business Claret Showroom said, *'With plenty of experience of being exhibitors at tradeshow, we had high expectations for a venue for Splash Paris. We struggled to find a venue that ticked all our boxes, so we decided to build our own!'*



Alexandra Lyles & Claire Spencer Churchill

Along with the return of the most prestigious brands from last year including Heidi Klein, Lazul, Mara Hoffman, Linda Farrow Eyewear and Camilla, Splash Paris 2017 will see new exhibitors from around globe such as Jets, Solid + Striped, Pily Q, Albertine, Milly and Pippa Holt amongst around 70 further premium resortwear brands.

Aside from curating an impressive lineup of brands, the founders have equally prioritized the look and feel of the show. *'We aim to bring a point of difference to the tradeshow market by creating a smaller show that will have a fun, light-hearted mood, whilst still meeting the commercial needs of brands, buyers and media.'* Claire Spencer-Churchill, Co-founder Splash Paris.

*'It's great to see a dedicated swim show in Paris that has an independent edge and is competing with overseas events.'* Perrie Reynolds (Buyer, The Body Studio, Selfridges).

*'Splash Paris is a great place for international retailers to experience the best of resortwear. The brands involved showcase how Resortwear is a growing industry, with some great new designers in the mix. Something like this has been missing in Paris, so it's great to see the gap in the market being filled and I can't wait to see what this year brings!'* Chelsea Power (Lingerie/Beachwear Buyer, Matschesfashion.com)

Splash Paris will take place on the 25<sup>th</sup> - 27<sup>th</sup> June in central Paris at Pont Alexandre III, 75008.

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