



Media Contact:
Devon Gonzalez
+12122068310

devon@bpmw-agency.com

FOR IMMEDIATE RELEASE

**CAPSULE PARIS WOMEN’S SHOW TO JOIN FORCES
WITH PARIS SUR MODE TUILERIES AND PREMIERE CLASSE TUILERIES
FOR S/S17**

Alongside Paris sur Mode Tuileries and Don’t Believe The Hype show, move seeks to unify market.

July 2016. NEW YORK, NY and PARIS, FR: the two organizations announced today that Capsule Paris Women’s will join the apparel showcase Paris Sur Mode Tuileries as a show-within-show for the S/S 2017 season, which will take place September 29 – October 2, 2016. In a united effort to strengthen and enliven a fractured Paris women’s market week, Capsule at Paris Sur Mode Tuileries will provide a one-stop shop for the world’s premiere retailers to experience hundreds of leading women’s labels under one roof.

Paris Sur Mode Tuileries and Premiere Classe Tuileries, the two renowned Paris based tradeshow with an extensive focus on accessories and ready-to-wear, will now host Capsule and its lifestyle and fashion labels. “In an ever-changing trade fair landscape, it is an exciting honor and fantastic move for our community to join forces with Paris Sur Mode Tuileries and Premiere Classe Tuileries exhibitions,” said Deirdre Maloney, co-founder of Capsule. Furthermore Paris Sur Mode Tuileries and Premiere Classe Tuileries’ CEO Etienne Cochet explained, “this new forum will prove more enticing to attendees and give them good reason to spend some of their valuable time shopping our great assortment of labels.” Paris Sur Mode Tuileries along with Capsule, and Don’t Believe The Hype, the laboratory show focused on emerging talent, will launch together in an exclusive and attention-grabbing exhibition space at the heart of Paris in the Tuileries. A refined atmosphere enhanced by a sophisticated aesthetic that pays tribute to all that is light, transparent and elegant, the show will now welcome exhibitors, buyers and journalists in front of the legendary Place de la Concorde.

The joining of these forces and the forging of international links will establish an even stronger fashion tradeshow industry, unifying a global market. Paris Sur Mode Tuileries, Premiere Classe Tuileries and Capsule will make this year’s S/S2017 exhibition a truly not-to-be-missed event.

About Capsule:

Capsule is the fashion and lifestyle event that showcases today’s best high-end, progressive labels and directional, independent designers. Presenting a fresh approach to the fashion tradeshow, Capsule’s community reflects the look and tastes of the advanced consumer. A strictly juried show, what is constant across all Capsule participants is a premium level of ideas, overall aesthetic, styling, fit, design and brand messaging. Capsule was created in 2007 by NY-based fashion consultancy BPMW and was acquired by Reed Exhibitions in 2013.

About Paris Sur Mode Tuileries:

Paris Sur Mode Tuileries is a globally renowned exhibition for brands and designers of women’s ready-to-wear collections during Paris Fashion Weeks at the heart of the Jardin des Tuileries. It thrives to provide a unique experience to its customers through an extensive range of up and coming brands situated in an architectural paradise. Its dynamic atmosphere, careful selection of labels and high-end services make Paris Sur Mode Tuileries one of the most selective French tradeshow giving international buyers a truly Parisian experience.

About Premiere Classe Tuileries:

Premiere Classe Tuileries serves as the top-end showcase for accessory designers. Enhanced with a strong international reputation, this meeting point is unique in terms of its quality of exhibitors and visitors. An artistic interchange, decoding trends and defending artisanal know-how. Premiere Classe Tuileries is also a discoverer of talent that gathers together the best of fashion accessories: shoes, bags, jewelry, hats, scarfs, gloves, umbrellas...