

LEATHERWORLD PARIS
11-14/2/2019, Le Bourget, Paris
FINAL REPORT
RESULTS: a session with a real buzz and intense activity

13,929 visitors flocked to The Fairyland for Fashion. This is a new record high for attendance, with a 2.35 increase compared with February 2018. The trade shows organised by Messe Frankfurt France maintain their significance as an international business platform for the fashion industries.

“Business got going extremely quickly. Buyers were intent on determining how feasible their projects were and on getting in first when it came to exclusives. The professionals had already decided what they would look for ahead of the show and wanted to make things happen as fast as possible. From the very outset we were focussed on what is central to our work: trade talk and business. The atmosphere remained very vibrant throughout. Prime contractors attended the shows in the first place for work and to satisfy their curiosity. I am delighted to see the full effects of our strategy – encouraging contact with the materials, the skills and the people who offer them. It is an approach that I want to keep pursuing, no matter what, as nothing is a substitute for actual dialogue with the people and the materials. The almost febrile appetite of visitors thronging the aisles during the first few hours of the shows gives me encouragement in this respect” remarks Michael Scherpe, President of Messe Frankfurt France.

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TOP 5: 1 - France, 2 - Spain, 3 – United Kingdom, 4 – Turkey, 5 - Italy

Europe has seen an increase in visitors of almost 2%. This session confirmed the interest shown by French firms in the Messe Frankfurt France trade shows, with a second rise, up 7% again as in February 2018. A significant number of returning Spanish visitors have overtaken the United Kingdom (Brexit) and Turkey (Turkish lira). As for Italy, while remaining very stable, it has posted the strongest growth in this category, up by almost 12%. We note significant attendance by the Netherlands (up 11%). A good showing from Eastern Europe with Poland (up 5%), Belarus (+14%), and Bulgaria (+10%). Ireland and Greece have also made the most of the opportunity (up 7% et 8% respectively).

Portugal stands out with an increase of 44%, which attests to the rise in this country's capacity in clothing production.

There are some pleasant surprises in store:

- A rise in visitor numbers has also been seen from the top five countries on the American continent (Brazil, USA, Colombia and Mexico). Note the good showing for Brazil (up 22%). The USA has remained a faithful attendee at the shows, as confirmed by the excellent results (up 20%) since February 2017. Attendance by visitors from Colombia (up 9%) and Canada (up 6%) has grown stronger.
- As for Asia, it has also demonstrated fine overall growth in attendance of 14%, and in particular as regards India (up 13%), South Korea (up 6%) and Israel (up 4%). Special mention goes to Japanese visitors (up 30%), whose attendance declined after the tragic events of 2016 and

who are now returning to the shows at Le Bourget. Lastly, we see conspicuously strong growth in the numbers of Chinese buyers. This time around, the calendar was more favourable for them.

LEATHERWORLD PARIS: first February show has proved convincing

Leatherworld Paris, the international trade fair dedicated to flexible materials, leather and fur for use in leather goods, for footwear, bags, small accessories, detailing on clothes or outerwear. *This domain, which is an integral part of the Fairyland for Fashion trade shows, assembled 30 exhibitors from six different countries.*

“First test run for a February session. And one that proved conclusive. I have the impression that prime contractors at Leatherworld Paris were looking for a variety of solutions, from materials to finished products, to boost their collections. This abundant offer for fur products is now well assimilated among the solutions sought by visitors, despite this show being for the 2020 summer season” resumes Michael Scherpe, President of Messe Frankfurt France.



With this February's show now over, Leatherworld Paris has found its feet and will become a vital twice-yearly event. It is an event with an international reach where all those involved in the textile industry can be found, from producers of fabrics with a leather look to manufacturers of synthetic materials. Leatherworld contributed to the upbeat mood at the Fairyland for Fashion, where visitors were very diligent and exacting in their expectations from the first day onwards. The setting designed by the artistic directors was extremely effective, since it conveyed the atmosphere of a village square where people enjoy coming across each other.

“Strolling along the aisles is pleasant, so visitors tend to spend more time with us” says Thierry Parverie, manager at Leather Concept Design, a Tunisian leather goods workshop, which was exhibiting its skills with leather. *“The show is extremely professional and has proved a good place to launch leather goods.”* A resounding success for both lines of bags from young designers chosen by Leather Concept Design, which are supplemented with a collection of jewellery that blends Plexiglas, leather and metal.

The stand attracted large numbers of visitors even more so because, like other firms at the shows who offer traditional skills, the company was included in the new Artisan circuit dedicated to handmade products.

For the most part ranges at Leatherworld displayed a profusion of synthetic furs and alternative materials, to suede for example. Jeff Wong, the commercial director at Changshu Rongxin Wool, a specialist in fake fur, reports: *“It was a good show. We were able to make contact with many European and American firms.”* For his part, Emel Ozuslu, export director at the Turkish specialist for sheepskin-look products, was delighted to have met *“major players from British retailers and the online sector.”*

Apart from any seasonal nature, these materials can be used as detailing on flipflops, for example, or as ornamentation; visitors earmarked these for the next winter season. Christopher Sarfati, Ecopel's CEO, corroborates: *“We are very satisfied with the amount of buyers. In addition to some updates for spring, many of our customers have been looking ahead to the next winter season”*. The search for products resulting from recycling has been strong: *“one of our best sellers is a fur based on fibres from plastics collected at sea. Sustainable development is a strength for us”*.

Catwalk shows and presentations on the latest developments provided additional information that can make a visit even more worthwhile. The presentations on 12 January, *“Skins and materials: how to respond to end consumers' new expectations”*, shed some light on alternative materials, vegan or otherwise, and emphasised the importance of both the factors of material features and consumer behaviour. The catwalk show that was dedicated to exhibitors' products opened the programme of events in the catwalk area.

**The next Messe Frankfurt France shows:
From 16 to 19 September 2019 in Paris, Le Bourget**

Websites :

[Leatherworld Paris](#)
[Visuels des salons](#)

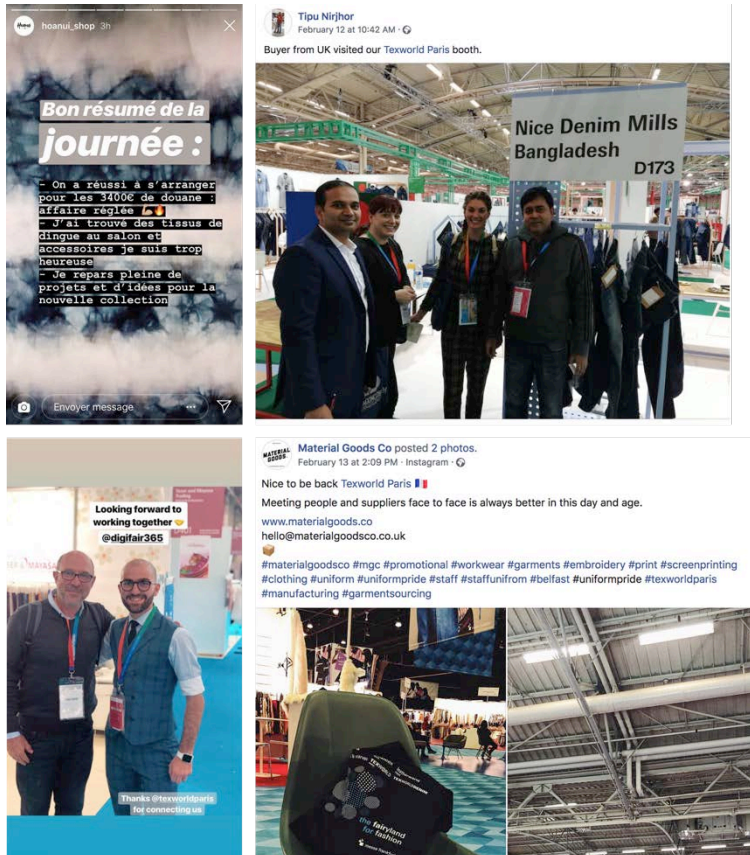


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Apparel Sourcing Paris, Avantex Paris, Leatherworld Paris, Shawls&Scarves Paris, Texworld Paris and Texworld Denim Paris form The Fairyland for Fashion organised by Messe Frankfurt France, held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.

Image credits: Messe Frankfurt France

All details about textile trade shows organised by Messe Frankfurt throughout the world can be found at the new platform: www.texpertisenetwork.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

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