

TRANOÏ

Paris Fashion Week® Trade Show Partner

TRANOÏ opens its doors at
Palais Brongniart
from 4 to 7 March 2022

Tranoï is thinking big for the Women's edition and is taking up residence at the Palais Brongniart, an emblematic venue well known to international buyers. Nearly 90 designers, fashion and accessories brands will present their A/W 22-23 collections.

AN EXCLUSIVE SELECTION

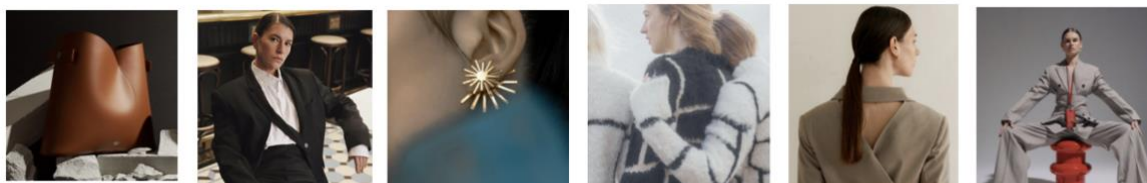
The ground floor of the Palais Brongniart has been entirely designed and staged by photographer Ella Bats, a finalist at the last Hyères Festival and renowned for her work combining painting and materials, which she transcribes through art, fashion and portraits. For more information: www.ellabats.com.

A scenography in 3 spaces:

A first space highlights emerging designers with strong creative potential, selected by TRANOÏ including in the framework of its partnership with the Federation del la Haute Couture et de la Mode (FHCM). This event unveils: Duarte (Spain), Tweek (Netherlands), Façon Jacmin (Belgium), Litkovskaya (Ukraine), Maison Marcelle (France), Object Particolare (Italy), Susana Bettencourt (Portugal), Bonbom (Korea), Eenk (Korea)...

A second space offers a selection of international brands and designers with a strong identity and a structured network. The following brands and designers will be present: Atelier Paulin (France), Gabriele Frantzen (Germany), Wnderkammer (Korea), Iosselliani (Italy), Susanne Bommer (Germany), Aequamente (Italy), Modernable (Korea) ...

A last space is dedicated to a focus on the key pieces of next winter with new design brands such as Gudrun Gudrun (Denmark), Nizhoni (Spain), T.Coat (Italy), Utzon (Denmark), Kapush (France), Les Racines du Ciel (France) ...



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AN EDITION THAT MARKS THE RETURN OF THE INTERNATIONAL SCENE

Korean designers in the spotlight: at the initiative of Seoul Metropolitan Government (SMG), Tranoï is committed, alongside Seoul Fashion Week (SFW), to supporting 10 Korean designers selected jointly by SMG, SFW and Tranoï. These 10 designers will be presented exclusively at Tranoï, which has created a space designed by Ella Bats for the occasion. Four of them will be on show on Sunday 6 March 2022 at 4:30 pm, in the VIP lounge of the Palais Brongniart.

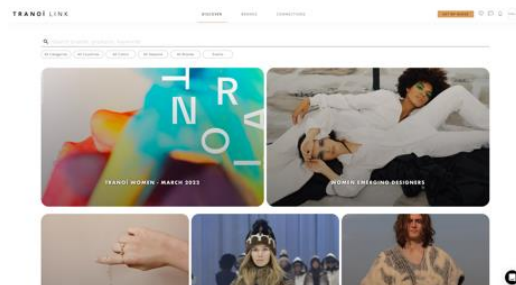


LIVE STREAMING STUDIO

The successful Live Streaming Studio allows buyers and retailers who are unable to travel to see the designers' new collections live. A dedicated team manages the studio to coordinate appointments with international buyers and retailers. By appointment only, each morning will be dedicated to Asia, while European and American retailers will be able to meet with the designers every afternoon. Previous hosts include TMall, Ali Baba, Galeries Lafayette China, Lotte, Zalando, Lane Crawford Hong Kong, Ships, 10 Corso Como Korea, Ciento, June Shop, TomorrowLand Japan, Michelle Farmer US...

TRANOÏ LINK, AN ESSENTIAL TOOL TO COMPLEMENT THE SHOW

The Brand/Buyer networking platform, developed in partnership with BORN (born.com), helps designers to develop their business: Before the show, to work on their prospection, After the show, to continue discussions with buyers. Buyers can prepare their visit by discovering the designers and brands present at the show and arrange appointments.



AN EYE ON THE NEXT TRENDS

Live from the show on Saturday 5 March at 5pm, the teams from Fashion Snoops, the trend analysis and forecasting agency, will unveil the trends spotted at the show and the emblematic products of the Autumn-Winter 22-23 collections.

In accordance with government directives, the reception will be conditional on the vaccination pass. To consult our health commitments: <https://www.tranoi.com/covid-safety-rules/>

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