

# MADE IN FRANCE

BY FATEX

‘Haute-Façon’ Fair

march 31  
april 1 2010

Bourse de Commerce - PARIS



## Press Release

Eurovet, after a period of reflection under the impetus of Marie-Laure BELLON-HOMPS, Executive Board President, launches the 8th edition of Made in France by Fatex, a professional platform for exclusively French, high-end manufacturing which will take place at the Bourse de Commerce, 2 rue Viarmes, Paris on March 31 and April 1, 2010.

This grouping of top French manufacturers in the luxury, accessories, fashion and home industries has the support of the UFIH (French Clothing Industry Union) represented by its president Jean Pierre MOCHO and representatives from the national network, now for the first time in partnership with the Paris Chamber of Commerce and Industry (CCIP).

This is a result of meetings organized by the CCIP in tandem with the Club des Acteurs de Luxe (Luxury Industries Club) concerning the diverse problems linked with high-quality manufacturers who have strong added value.

Since the beginning of the year, the CCIP launched a program of actions supporting luxury industry sub-contractors and suppliers for whom the Made in France fair represents a culminating moment.

Made in France is directly inscribed in the approach suggested by French Industry Minister Christian ESTROSI who declared that the public authorities are committed to supporting manufacturers. The government is aware that the industry's know-how is strategically important for the French fashion industry's competitiveness internationally.

Made in France 2010 brings together approximately 90 companies, craftsmen and idea men and women with creative know-how, innovative techniques and skills for luxury and high-end markets who produce special series and exclusive projects for couture, ready-to-wear, lingerie, leathersgoods, fashion and home accessories and services ... a full range of unique, à la carte solutions ! For 2 days, in one location in the heart of Paris, visitors may exchange ideas for industrial solutions with professional partners who can realize their creations.

On March 31 from 6 :00 to 9 :00 PM, Made in France will welcome the general public who can meet and discover the ready-to-wear and couture alchemists exhibiting at the fair. At 6 :00 PM, a conference and exhibit organized in conjunction with IFM will highlight cultural, educative and historical transmissions of these industries which incite the public to dream.

**Made in France by Fatex, high-end manufacturing is as varied as it 'seams' !!!**

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