

MADE IN FRANCE BY FATEX

‘Haute-Façon’ Fair

march 31
april 1 2010

Bourse de Commerce - PARIS



Press Release

February, 23rd 2010

French high-end manufacturing is very up-to-date ! We saw the reports of the haute couture fashion shows and ready-to-wear presentations emphasizing the know-how, «sleights of hand» and, above all, the importance of workshops at close proximity in any designer/manufacturer dialogue.

The current trend with the public authorities is a strategy committed to small and mid-sized companies. The French Industry Minister announced a stimulation program of contract partnerships between manufacturers and order-givers to promote added-value within the fashion industry.

Made in France has opened the door to high-performance, its exhibitors offer a multitude of answers to feed the imagination of designers. This successful experience is in keeping with the Paris Chamber of Commerce and Industry (CCIP) program to activate resources for fashion/design companies.

For its 8th edition on March 31 and April 1, 2010, the fair moves to the Bourse de Commerce at 2 rue de Viarmes in Paris' 1st district.

This session will take place «in partnership», with the UFIH and the group «Façon Française» which is committed, along with the government, to actions and strategic accompaniments which will benefit manufacturers and with the CCIP, involved in this program of «competitiveness for luxury sub-contractors» set up between the CCIP, professional fashion schools and luxury brands and backed by the public authorities, France's Ministry of Industry and UbiFrance. An international dimension is key to promoting this know-how, an intrinsic part of Made in France.

The 2010 session welcomes 80 exhibitors: craftsmen and ideas people with creative know-how, innovative techniques and mastered skills for the high-end market. They can do special series and exclusive projects for couture, ready-to-wear and accessories (shoes, belts, leather goods, hats, ties, scarves...): pleating, embroidery, embellishments, software for managing a collection, research and creation agencies, patternmakers ... all offer excellence to «an industry where even the name makes us dream» (Frédéric Mitterrand).

For the first time, Made in France will be open to the public on March 31 from 5 :00 to 8 :30 P.M. so the curious can discover the unbelievable talents of professionals whose hands hold so many treasures !

To complete and enrich this high-end manufacturing panorama, the IFM, a regular partner of the fair, will exhibit models conceived by its students who will soon join France's fashion elite. A conference (6 :00 – 7 :00 P.M.) will highlight the fair's proposals in the presence of experts who will explain the economic challenges and strategic features of Made in France creations.

A sub-contractors and luxury Suppliers Club meeting, organized by the CCIP, will also take place April 1, 2010 during Made in France. The theme of the conference (from 5 :00 to 7 :00 P.M.): a creative prescription for luxury sub-contractors - or how to pass from offering know-how to offering co-creation.

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