

**MADE IN
FRANCE**

28-29 mars 2012
Bourse de Commerce - PARIS

Salon de la Haute-Façon



10th edition

Since its launch in 2003, MADE IN FRANCE by fatex has tirelessly promoted the richness of French high-end manufacturing, emphasizing the many marketing advantages of the "Made in France" label. The high point was in 2009 with the sponsorship of Agnès B, who made the most of this gathering of high-end specialist French clothing and accessories manufacturers to launch her "Made in France" label.

And in 2012, Made in France will be more relevant than ever. An IFOP survey for the CEDRE reveals that more than 70% of French people are prepared to pay a little more for a French product, while 76% say that quality is more important than price. Politicians and opinion formers all stress the advantages, convenience and benefits of supporting French manufacturing. Maintaining a French manufacturing base in the face of the delocalisation of textile production is a major issue in the upcoming elections.

Made in France is a showcase for over 80 ready-to-wear manufacturers covering the entire sector from shirts to cocktail and evening dresses, knitwear, accessories (footwear, hats, ties etc.), leather goods (bags, belts, wallets), embroidery, finishing (ironing, finishing, dyeing), and services dedicated to luxury and high-end mens, womens and childrens fashion.

MADE IN FRANCE by fatex offers a unique array of skills and know-how representing the French high-end manufacturing sector, and attracts all the fashion players: couturiers, designers, studios and/or development and design teams from the major labels and independent French and European designers.

MADE IN FRANCE by fatex high-end manufacturing brings together artisans, entrepreneurs, and designers – the cream of the Made in France industries for locally based, quality manufacturing that brings out the designers' creativity and opens up additional export possibilities.

Press contact:

Frédéric Pellerin

fpellerin@re-active.fr

Tel:+33 (0)1 40 22 63 19 - Fax : + 33 (0)1 40 22 63 20