

## Paris Capitale de la Création asserts its ambitions

### The great bet ("grand pari") on creativity



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MAIRIE DE PARIS

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Paris is asserting its place as global capital of creativity in September. Its position as leader is promoted throughout the year by the "Paris Capitale de la Création" association which includes 36 trade shows, organized in Paris and specializing in the fields of fashion, accessories and the home. Each year these international events attract more than 20,500 exhibitors (40% from outside France), hundreds of thousands of visitors (50% from abroad) and 9,000 journalists from more than 115 countries, all loyal to the quality of products and exemplary services.

These events, combined with the city's historic and cultural appeal, help make Paris the most important international stage and a beacon of creativity in its broadest sense. This position of excellence is supported by promotional work carried out all year round by Paris Capital of Creativity, both in France and abroad. These initiatives give the Parisian events an unrivalled visibility and contribute to welcoming participants under the best possible conditions.

For the past five years, Paris Capitale de la Création has been helping to bring our city into the 21st century, an ambition now taken on by the Grand Paris project.

The association, certain that engineering and imagination represent a fantastic lever for growth, is helping to boost and promote artists, creative professionals, designers and craftsmen from around the world who flock to Paris to showcase their talents.

### The Fashion challenge

For instance, a recent poll published by the American firm Global Language Monitor in June 2009, confirms Paris Capitale de la Création's strategy and emphasizes the challenges of its role.

The survey, which measured the frequency with which a city is mentioned in fashion press articles, websites and specialist blogs, shows that Milan has become the capital of fashion, following five years of New York as leader. Meanwhile Paris remains in third place in this ranking, although, as the Texan firm admits, it is number one in the world's hearts and minds.

As Etienne Cochet, president of Paris Capitale de la Création, emphasizes: "The acceleration in the growth of international megalopolises and resulting artistic and cultural competition make it especially important that Paris shows off the values, so intertwined with creativity, which shape its identity. It is through this subtle and exciting blend of our diverse artists, designers and craftsmen that in the future we will be able once and for all to establish the unbreakable link between Paris and the values of fashion in the minds of French and international consumers."



Press release – August 2009

## Paris Capitale de la Création dominates September

Paris Capitale de la Création is therefore increasing the number of its initiatives and carrying out unprecedented promotional work to welcome the thousands of visitors who will come to Paris to explore the many trade shows on offer during the 2009/2010 season.

From 2<sup>nd</sup> to 15<sup>th</sup> September, no less than 300 association banners will decorate the Champs Elysées from the Arc de Triomphe to the Place de la Concorde. This visual presence (with twice the impact of last year), made possible thanks to the support of the Mairie de Paris, will be continued in the 800 posters to be displayed around Paris for a fortnight. The campaign will also be supported by 400 taxis, branded thanks to the support of the Île-de-France's Comité Régionale du Tourisme.

To celebrate this autumn/winter season, on 4<sup>th</sup> September Paris Capitale de la Création is organizing a drinks party at Paris's Chambre de Commerce et d'Industrie, to which key players from the home fashion sector will be invited to meet socially.

The party will kick off a month packed with events, including the trade shows Who's next, Première Classe, MAISON&OBJET, Éclat de Mode/Bijorhca, Interfilière, Accessoire Avenue – le salon de la maroquinerie et de la chaussure Midec, Prêt à Porter Paris, Mode City and Silmo.

## International influence

To promote this exciting season abroad, Paris Capitale de la Création is organizing a series of international conferences which – from Japan to Brazil via China, India, Spain, the UK and the United States – demonstrate the excellence, expertise and innovative potential of the Parisian market. With the support of the Paris Île-de-France Agence Régionale de Développement, the next conference is already planned at the French embassy in London on 22<sup>nd</sup> September, on the fringes of the London fashion show.

The association's influence has also been significantly boosted since the start of 2009 by its official sponsor Galeries Lafayette, whose international standing is completely in line with the values promoted by Paris Capitale de la Création.

Paris Capitale de la Création is extending its presence in this way all around the world, to assert its ambitions and the association's core values of innovation, beauty and quality. More than ever it is these values which will boost the international influence of a French Art of Living.

PARIS CAPITALE DE LA CRÉATION represents the following trade shows...

ACCESSOIRE AVENUE ® - LE SALON DE LA MAROQUINERIE ET LE SALON DE LA CHAUSSURE MIDEC, ATMOSPHERE'S, BEFORE BY JULY, ECLAT DE MODE, un événement BIJORHCA, EVOLUTION DAYS BY INTERFILIÈRE, FAME, FAME TUILERIES, FATEX, INTERFILIÈRE, INTERSÉLECTION, LE SHOWROOM, MADE IN France BY FATEX, MAISON&OBJET, MAISON&OBJET ÉDITEURS, MAISON&OBJET OUTDOOR\_INDOOR, MAISON&OBJET PROJETS, MEUBLE PARIS, MODE CITY, NOW! DESIGN À VIVRE, PLAYTIME, PREMIERE CLASSE, PRÊT À PORTER PARIS, RENDEZ-VOUS FEMME, RENDEZ-VOUS HOMME, SALON INTERNATIONAL DE LA LINGERIE, SCÈNES D'INTÉRIEUR, SILMO, THE BOX, TRANOÏ FEMME; TRANOÏ HOMME, TRANSITION, UNDER LE LOUVRE, VENDOME LUXURY TRADESHOW, WHO'S NEXT, WORKSHOP PARIS, ZIP ZONE.

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