

SPHERE

PARIS FASHION WEEK SHOWROOM

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SPHERE - Paris Fashion Week Showroom® is the showroom of the Fédération de la Haute Couture et de la Mode, it is part of its policy of supporting emerging brands. SPHERE is a new proposal that brings together a group of brands selected for their creativity and development potential. Most of them are also brands registered on the official calendars of Paris Fashion Week® either of shows or of presentation. Each selected brand must have an autonomous structure with its own sales and press team.

SPHERE will take place 4 times a year and proposes, according to the sessions, menswear, womenwear or coed collections. SPHERE meets the needs of brands needing to develop their distribution network. The brands are welcomed free of charge and without taking a commission. Each brand is accompanied upstream of the sales sessions and benefits throughout the sessions from the support of a team of professionals, as well as from various services (professional partnerships) including financing, training, and logistical support. Also, by capillarity of a visibility in the network of the Federation both from an institutional and communicational point of view.

One part of the showroom is directly financed by the Federation in order to be able to welcome international brands presenting in Paris as part of its official calendars, the other part is taken care of by the DEFI which ongoing support for the promotion and support of emerging brands is essential.

SPHERE - Paris Fashion Week Showroom - Session 2 takes place from 26 February to 3 March at the Palais de Tokyo, in the PFW® Center that the Federation dedicates to professionals during the collections week. 350 m2 are allocated to the showroom whose scenography has been entrusted to the Studio Haddou-Dufourcq, former winners of the Grand Prix du Jury Design Parade Toulon, thus inaugurating a partnership with the Villa Noailles.

SPHERE - Paris Fashion Week Showroom® can be followed on the Federation's website, on its social networks, the Paris Fashion Week® application and on our website.

With : Alexandre Blanc, Boyarovskaya (PFW® presentation), Ester Manas, Germanier (PFW® presentation), Kenneth Ize (PFW® shows), RIER, Sadaels (PFW® presentation), Thebe Magugu (PFW® presentation).



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LA MODE DE FRANCE



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