

SALON INTERNATIONAL DE LA LINGERIE

FLASH BILAN : HAPPY !

26th January 2010

PARIS, a worldwide event in the lingerie calendar, as confirmed by exhibitors and visitors following the 2010 edition which was a veritable celebration of renewal. The gamble paid off for an industry that is finding a new lease of life:

- NEW DYNAMIC 3-day duration rather than 4
- NEW LOCATION in Pavilions 3 & 4 at Porte de Versailles
- ENHANCED CLARITY of the product range, popular with exhibitors and visitors
- SIGNIFICANT INCREASE in visitor numbers

A wave of enthusiasm swept away any past doubts. Intense networking and increased order-placement offered the profession a **breath of fresh air**. More than ever before, the Salon International de la Lingerie played its role in uniting and driving the sector as a whole with a coherent and harmonious platform. A positive and proactive approach, launched by EUROVET several months ago, paving the way towards optimism and encouraging inspiration.

And the world's largest Pyjama Party satisfied its objective: thanks to the energy of the Exhibitors in Pavilion 3, the ambitious Sleepover Party brought together the profession as a whole with a feeling of weightlessness, in a playful and nostalgic atmosphere – an exceptional event that stimulated the entire industry and placed a buoyant sector in the spotlight.



KEY FIGURES...

18,808 visitors to the Salon International de la Lingerie, of which 42% French and 58% International

11,120 visitors to Interfilière

Overall 2010 visitor numbers for the Salon International de la Lingerie and Interfilière:

29,928 i.e. 20% increase in “single-visit” visitors.

TOP 10 VISITOR COUNTRIES

FRANCE

1. Italy
2. Germany
3. Belgium
4. Spain
5. United Kingdom
6. Japan
7. Switzerland
8. Netherlands
9. United States
10. Austria: new to the top ten

Focus:

- Asia = 8% of overall visitor numbers with Japan, South Korea and Hong Kong
- Spain = major return with 4% of total visitors
- Retailers = 26% of visitors
 - Mass-market and multiple retailers: 17%





VISITOR FEEDBACK

“Overall, it was a very professional trade show despite the absence of a certain number of suppliers, I would describe this 2010 edition as a ‘recovery show’, with clients genuinely open to working in a studios environment.”

Dessous Calin Boutique, Mr Jean-Michel Carrade - FRANCE

“I was genuinely delighted by the show with a particularly clear product range in these two new pavilions. This is a must-see event for meeting all the key brands. I have been a loyal visitor to the show for a number of years now and this has been a very special edition for me”

Marinoni Boutique, Sandra Dee – UK

“More people in the aisles, happy exhibitors, this 2010 session was a success! The show was more striking and aesthetic than last year’s. And of course, I’m pleased to find the Spanish market at the show”

Yuri Boutique, Jordi Almer - SPAIN

“The last few years have been difficult but we’re delighted with the 2010 edition. This platform gives all the key players in the industry an opportunity to get together for three days. I noted an increase in visitor numbers, a highly aesthetic show and excellent chill-out areas!”

Donna Boutique, Rafael Gafarelo - SPAIN

EXHIBITOR FEEDBACK

“We sensed a spirit of optimism once again. We met lots of French and Belgian visitors, more Germans than usual and a return of Russian visitors. The three-day format during the wave of fashion trade shows is certainly a winning formula.”

Francesco Macchi, CEO, DELMAR S.p.A. (www.ritratti.com)

“We are very satisfied with this session, it marked the return of a good number of visitors from both a national and international point of view.

There was a tangible desire for renewal and I think visitors found what they were looking for in the various different aisles...

Practically all the visitors were satisfied by the show.”

Daniel Flachaire, CEO, BANANA MOON (www.bananamoon.com)

“The show went well for us. More visitors, more networking, more interest and probably more confidence for the future”

Antonio Gioetto, Commercial Director, VALERY SPA (www.valerylingerie.it)

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