



NEW GEN, NEW WAY

A unique place for expression, PRET A PORTER PARIS® has always had the vocation of tracing out a path and showing the ways forward. The watchword is still and always NEW, and it even becomes the theme of the fair for January 2009 (30th January/02nd February) which will be held exceptionally in 2 halls: Hall 7 and Hall 3

NEW GEN, NEW WAY...

THE NEW FASHION ATTITUDES

The crisis today? A chance to see new attitudes coming to life and new trends being revealed. Lines are in movement, and our line in fashion is also being modified. We consume in a different way. The fashionistas are not afraid of paradox; they invent new codes made of momentary desires, lasting purchases and sustainable development. In its different universes gathered around three typologies (Fashion and accessories, designers/creators and new markets) PAPP identifies the main currents that the crisis has already initiated in order to better anticipate tomorrow.

There is also a zoom in on the New Gen, this new wave of fashion whose signals PRET A PORTER PARIS® has captured from Tokyo to Los Angeles, via Rio, Stockholm and, of course, Paris.



ULTRA FAST FASHION, FASHION ALWAYS ON THE MOVE

Flexibility, reactivity, Ultra Fast Fashion is characterized by a rapid renewal (every 60 days), production in small batches and limited editions. A common feature is the luxury of new designs, the feeling of exclusiveness thanks to the small quantities that are regularly updated. Shoppers feel that they are being offered rare, unique clothes that break with the standardization of the look.

It's the moment for mid-range labels to stand out. The advantage goes to those labels that have already made themselves a name for standards and creativity.

Li Edelkoort the trends cabinet explains: "Evolving between luxury and low prices, these brands are more autonomous and do not bend to the dictatorship of the market. They are more flexible with greater identity. The mid-range labels are an alternative to standardization. Most often casual and more personal, these mid-range brands allow the buyer the luxury of a new identity without having to spend too much."

The major economic benefit of this system is to maintain the appetite for shopping which is threatened in the present gloomy climate, and add a positive energy to the European zone. This is the universe of LINK.FR, with such brands as ATOS LOMBARDINI, HOLIDAY IN, MISS MONEY MONEY, NORTHLAND, MARIA GRAZIA PANIZZI, LUCCHI, MASTERCOAT, and KATIA G.

A POP-UP STORE IN FRONT OF THE ENTRANCE TO THE FAIR

A consequence of all these changes, new temporary boutiques, the pop-up stores are coming into existence. With their senses wide awake, the fashionista must jump on the occasion before it's too late. Gap and Colette have led by example during the latest fashion week in New York. This time, it's Paris. As a demonstration of this know-how for these new heroes of fashion, PRET A PORTER PARIS® is installing a full-size pop-up store in front of the entrance of the fair. There you will find the must-have items from five cities that are making the world of fashion move forward.

THE SLOWEAR, A DESIRE FOR REASSURANCE

PRET A PORTER PARIS® was the first fair to feel the wind blowing towards ethical fashion. Since February 2006, a space presented around 20 designers committed to respecting the chart established for the occasion: fair-trade, recycling and organic. Today, more than 80 brands from all around the world are present, all of which subscribe to the requirements of the chart.

Ethical fashion has evolved since then: we want fair-trade clothing which lasts, an ideal sustainable wardrobe... This slowear is directly inspired by the trend for Slow Food, founded in Rome in 1986, and which today has nearly 100 000 members around the world. It expresses the meeting between the desire to promote clothing of quality by labels that take care to preserve a heritage, and a consumer philosophy that is in full ethical evolution.

Today, we have gone further than green fashion, the eco-product, to adopt a new way of behaving, a slowear attitude.

The basics return to the top of the pile, and the clothes rails take into account the time factor. The designers and the big labels rediscover the fundamentals. New links are established with our clothing, with the way we look in them.

PRET A PORTER PARIS® celebrates a eulogy to better and less, as a form of more. Amongst the labels present at So Ethic are Article 23, Camilla Norrback, Numanu, Nu, DEM, Lola Bon'heure, Ponchissimo, Alchemist, Idéo and Kolam.

The ethical jeans bar, or the desire for good lasting basics, with such brands as Wrangler, NU, Dem Collective, Ober, Wesc & LEE.

MELTING-POT FASHION, THE QUINTESSENCE OF THE ARTS

Fantasy is everywhere, and we want it more than ever. In the street, in the boutiques, on Internet, art has invited itself in to stay and add colour to our daily lives.

We still do not forget that fashion is an art whose particularity is that it nourishes itself and becomes richer from all the others. A desire to break down barriers in the mass market: H&M has asked the Nordic graphic designer Lovisa Burfitt to decorate its Milano boutique. By opening itself up to

photography, music, scenography and design, “Melting Mode”, begun four years ago by PRET A PORTER PARIS® is now plain to see. In these difficult times, there is an extra joy to see the links forming between fashion and art. The co-branding association between two names from two different universes appears like a new breath of life: customized by the artist Damien Hirst, a banal pair of Levis 501s becomes a work of art.

PRET A PORTER PARIS® has understood this and has entrusted its SHIBUYA space to the French graphic artist Alexöne, from the LJ Beaubourg art gallery, and member of the 9th Concept Parisian collective. Discover the abstract tag-style calligraphies that are both simply and funky, right at the heart of the space.



In THE BOX, seven Belgian designers (including Christophe Coppens, Jean-Paul Knott and Isabelle Lenfant) have been showcased by Ephameron, a young Belgian artist, in a dreamlike universe, highlighting their surrealist roots.



What is more essential than an accessory? To celebrate her birthday, Barbie® has inspired 50 designers of accessories who have gone to work on her silhouette. For the first time, they have each imagined, according to their specialty, the hip accessory that she was waiting for, from shoes to necklaces, belts and bags...

Each designer was given carte blanche with a Barbie® doll dressed very simply for the occasion in a little black robe. A unique collection that you can see in as a preview at the PRET A PORTER PARIS® fair.

Accessories designed by: Jérôme Dreyfuss, Servanne Gazotte, Repetto, Annabel Winship, Feidt, AS 29, Karine Arabian, Les Précieuses, Imai, Marie Sequy and Isabelle Lenfant, to name just a few.

And also... The Nabaztags, those high-tech customized rabbits are partying for the benefit of the WWF, the World Wide Fund for nature and the environment.

NEW GEN, NEW WAY

Around the world in 88 seconds and a few flights.

A journeying generation, both real and virtual.

Explosion de Modes is travelling, with four stopovers: Stockholm, Tokyo, Rio de Janeiro and Los Angeles.

Fashion journeys

The new nomadic generation that is stealthy, informed and connected in with the global village discovers the readywear trends for 2009/2010 by travelling with Explosion de Modes without having to pass by an airport. The ideas, trends and influences from elsewhere are brought back in the luggage of SAS. All our ambassadors have dissected the trends of their region. SAS, without industrial espionage, has dug into their researches and invited them to import their universes to Paris, for the duration of the Fair.

The spokespeople of these cities are the antennas of SAS, their delegates, their relays. They organize exhibitions that bring us their fashion universes. They decrypt all the trends of the cities of which they are the heralds.

In the space of Explosion de Modes, the “Modagogie” (or the explanation of trends) takes the form of a Monopoly®, a board game without frontiers, where one goes shopping for international knowledge of styles and fashions. In the image of the three trends that escape from it, one in time, another in imagination, and the last in the supernatural, the moment has arrived for the discovery of elsewhere.

In a tour of the board and a tour of the blogs, Alexandra Senes has chosen her international homologues to freshness of their existences (they are all young, innovative agencies, with already confirmed experience) and the profundity of their analysis.



RIO

Renata Abranchs, 35, from Rio de Janeiro, is a stylist and fashion consultant. She created her own eponym Style Bureau 11 years ago. Tiago Petrik, also 35 and from Rio de Janeiro, is a journalist and the manager of the PTK Livros publishing house. In love with each other, and in love with Rio. Married to the city just as they are married to each other, they created their baby, baptized **Rio Etc.** ETC – acronym of “Estilo, Tendências, Comportamento” – is a site dedicated to style, trends and behavior. For Explosion de Modes, Rio Etc proposes random encounters that all develop in the “City of Marvels”, on the beach, in the bars, around football, music, day and nights. As part of their “travelling compilation”, the team of Rio Etc has catalogued more than 30 000 images in a single year. Their journey possesses the seductive soul of the streets, in the manner of the chronicler João do Rio in the last century. It’s about a dream journey, a vision in rose of a city that is not only the theatre of the violence that has been described these days in the newspapers.



TOKYO

According to statistical predictions, there will be 5 billion people living in Asia by 2050. The agency **Five by Fifty**, based at the heart of Shibuya, makes a link between these figures and the most random of human desires – touching on social sciences such as psychology and sociology. Since people cannot be reduced just to figures, we must also use our finesse to detect expectations, trends and the evolution in consumers’ tastes. Detectors of trends in the Asian zone – the self-named “Asian Consumer Intelligence” – Nicole Fall and Charlie Spreckley use their predictions to help firms optimize their market studies and refine their marketing strategy. Opposite this quantitative challenge, the service provided by these two English people based in Tokyo for more than ten years is one of quality.



STOCKHOLM

Founded in 2008 by Johan Petterson, **New Blood Agency** is an agency of rising photographers. Tekla Knaust, the young stylist of photo shoots and muse of the agency, has arrived from Stockholm to represent to us the fresh and creative fashion initiatives coming from the north. Spotted for her aura, her energy and her travel-rich imagination, Tekla is a free electron in the agency. No one knows where this “artist” really wants to reach to, except that it will certainly be

towards the summit. This young woman is thus a future reference for styling in fashion photography and for Scandinavian trends in general.



LOS ANGELES

Though the perfect may be the enemy of good, **GOOD** is the magazine and internet platform of those who wish at least to do good, those who “give a damn”, according to the baseline of the magazine. This gives a mix of current events and fashion. GOOD Magazine appears twice a month; it’s also a site you can install as your homepage of your browser in order to always be up to date with all trends and information. As a generalist, it takes a particular interest in social questions, politics and sustainable development, with an editorial direction that is supported by the illustrations of the artistic directors. Colourful, funny and postmodern, the illustrations allow a revelation of the “inconvenient truths” as described by Al Gore – the father of one of the participants and friend of the founder Ben Goldhirsh.

The readers of GOOD, a green and gilded youth, participants who want to make things better are individuals, associations and entrepreneurs, people in their thirties who refuse not to give a damn about the planet and solidarity. Young and committed, the magazine is not just the ethical plaything of spoiled rich kids living in Los Angeles, between glitter and guilty conscience; it is a new way of speaking of ethics, social justice and ecology.

TRENDS AUTUMN-WINTER 2009/2010



ABRACADABRA

The medusa creature

A troubling and fantastic invitation to the edge of shimmering water, in an undergrowth made iridescent by the full moon. In the imagination of this supernatural girl, one hides beneath transparent veils, one reappears in the flamboyant halo of magical flaming red hair. Her princess regalia mocks the rationality of down-to-earth fashion. Decorated in sparkling jewels and beauty potions, she enchants and illuminates the materials of the season.

If you had to choose a woman naked:

Melusine

If you had to dress her:

Always in a light robe because with her serpent tail, she cannot wear pants.

A Lanvin parachute cape

A henna-tinted chalice

Toad rings by Delfina Deleltrez Fendi



2109

The antediluvian avant-garde

A journey in time and in space. With a pick, we uncover the things indispensable in the preindustrial era, and we nibble delicately on the contemporary civilizations that have managed to preserve their traditions. Opposing that, we invest in cutting-edge technology and futuristic fibers. This retro-future trend is also a fashion for a second chance for a civilization that is conscientious, that knows how to protect itself, preserve all types of styles, combining

craftsmanship and ethnic in its ark, its computer, its eco-museum and its wardrobe.

If you had to choose a woman naked:

Devon Edwenna Aoki

If you had to dress her:

Northface Parka

Home-knitted scarf from a Wool and the Gang kit

Laura Ingalls robe

Balenciaga leggings in gold at 100 000 \$

Yohji Yamamoto mountain shoes

N & B

A woman writer

Write but one line and become immortal. Feminine in style, feminine in her masculine clothes, she accentuates her femininity by breaking the codes and conventional language of fashion. This intellectual invests in a refined, dark style composed in search of elegance. A daguerreotype dandy in black and white. She builds another timeframe in which she takes her time to write herself, to say what moves in her veins, an ink of blue blood.

If you had to choose a woman naked:

Coco Chanel

If you had to dress her:

A made-to-measure white shirt by a Milanese tailor

Yves Saint Laurent Smoking pants

A Philip Treacy hat finished with a feather

A Burberry trench coat

Patent Chaplin derbies by Herschung

