

PREMIERE CLASSE x SILMO Paris

A new and exclusive partnership from this September 2016

From the 2nd September 2016 at Porte de Versailles, the **Premiere Classe** trade show will be hosting an eyewear designer village by the name of "Village Silmo."

In addition to this the **Silmo** trade show, taking place from 23rd-26th September 2016, will open up an area dedicated to fashion accessories under the label **Premiere Classe**.

Over the years, eyewear has become the ultimate fashion IT Product; as a must-have accessory, it has managed to secure its place in the **Premiere Classe** trade show aisles. Today, many eyewear brands have witnessed a rapid growth in their distribution networks world-wide and can now no longer confine themselves to the opticians market alone. As a result, **Premiere Classe** and **Silmo**, two trade shows organised by the **Comexposium** group, have decided to unite forces and expertise in order to showcase the creativity energies behind eyewear design in the entire range of accessories offered by **Premiere Classe**.

VILLAGE SILMO AT PREMIERE CLASSE

At the next trade show in September, **Premiere Classe** will dedicate 300m2 to its eyewear collections, welcoming around 30 labels, hand-selected by the two trade shows themselves according to a criteria of expertise, trends and creativity...

The collections will be displayed on stands especially designed for the accessories. The village will also include a trends forum entirely devoted to bringing inspiration to retail-traders in the fashion accessories department, and to helping them enhance the eyewear range offered in their stores.

Silmo Paris

The professional Salon International of the spectacle trade. Owned by the manufacturers of french optics reunited in the SILMO Association, it has provided exceptional expertise to the sector's professional services since 1967.

PREMIERE CLASSE SUR LE SILMO

Premiere Classe will trade at the Parc des Expositions Villepinte, bringing to **Silmo** its expertise in the fashion accessories department in 2 different operations:

- a pop-up accessories boutique bringing together a selection of items targeted towards eyewear accessories.
- A special **Premiere Classe** prize at **SILMO D'OR**: especially for the occasion, **Silmo** has come up with a whole new category sponsored by **Premiere Classe**, offering a free stand to the winning laureate.

Premiere Classe

The major trade show for fashion accessories, representing more than 900 collections, both French and international, of jewellery, leather goods, shoes and textile accessories.

POP AND PARTNERS

Thomas Mercier

T. +33 (0)1 44 54 03 47 - M. + 33 (0) 7 63 55 67 71
thomas@popandpartners.com

—
Boris Provost & Sylvie Pourrat – Premiere Classe
provost@whosnext.com / pourrat@premiere-classe.com

Eric Lenoir & Isabelle Beuzen – Silmo

eric.lenoir@comexposium.com / ibeuzen@silmo.fr
Please do not hesitate to contact us for any further information or to organise an interview.