

Première Vision Paris Expands Horizons With First-Ever Beauty Showcase

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Paris, September 16 – For the first time in its history, **Première Vision Paris**, the leading global trade show for fashion professionals, has expanded its creative universe beyond textiles and accessories to embrace the world of **beauty**. Running from September 16 to 18, the event is hosting nearly **1,000 exhibitors**, with 12% newcomers, marking a bold step toward the convergence of industries shaping fashion’s future.

This “**unprecedented approach**”, according to organizers, aligns with the show’s seasonal trends while opening dialogues between fashion, beauty, music, and other creative fields. “Our portfolio of products and events cannot be limited to a position of observer, but must become more ‘inspirational,’” said **Florence Rousson**, managing director of GL Events’ Fashion division. “We want to put color back at the center of the discussion and, via beauty, challenge the convergence of industries.”

The newly introduced **Beauty Pathways** feature includes cosmetic interpretations of the Autumn/Winter 2026–2027 trends. Highlights include:

- **Make Up For Ever Academy** showcasing avant-garde student creations.
- **Fiabila**, a global nail polish specialist, presenting a wide spectrum of seasonal shades.
- **Robertet**, through its Villa Blu acceleration program, offering themed perfumes and cocktails that merge sensory experiences across beauty, fragrance, and gastronomy.
- **Abundance collective** of DJs and artists delivering musical interpretations inspired by trend colors and materials.

In addition, a **series of conferences** aims to bridge the gap between fashion and beauty. For the first time, all talks will be recorded and made available for replay on the **Première Vision portal**, expanding access to global industry professionals.

By integrating beauty into its platform, **Première Vision** is positioning itself not just as a trend forecaster but as an **active player in shaping the creative dialogue** across industries.