

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.
- Abondance 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.