

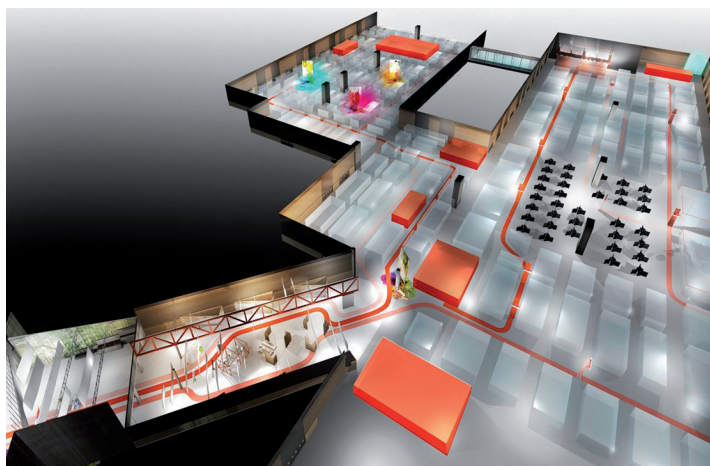


09
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JUL.
2016
EUREXPO - LYON



A sporty, summertime session in Lyon!

The 2016 Finale de l'Euro soccer championship scheduled for 10 July in Paris will clearly complicate trade show logistics, so Eurovet has decided to move this summer's **MODE CITY** and **INTERFILIERE** to Lyon. The trade shows presenting and promoting the summer trends will be held in Lyon's Eurexpo Exhibition Centre, Halls 5 and 6, on 9-11 July 2016.



Sports are the star at MODE CITY and INTERFILIERE

We live in an era focused on performance. More than ever before, sports inspire fashion with technical innovations and materials, and fashion influences sports with high-performance products that are elegant and well designed.

In July 2016, **MODE CITY** and **INTERFILIERE** will take inspiration from sports playing fields for a whole new look. A rich source for creativity, sports bring new energy in materials and design. The trade shows will become playgrounds where lines in primary colours recall the lanes in a running track. Pale wood structures will create a welcoming environment, and the drama of vertical sports team inspired graphics will showcase exhibitors' products and help visitors understand the trends.

With this innovative architectural concept, **MODE CITY**

MODE CITY, in Hall 6, will bring together over 450 exhibiting brands from around 40 countries. The brands will be organised by sector:

ACCESSORIES	THE ESSENTIALS & COCOONING	SUPER HEROES
The world of beach accessories (hats, jewellery, beach towels, shoes, bags, and more).	The key brands for swimwear, swim and beach ready-to-wear, lingerie, corsetry, loungewear, sleepwear, and homewear.	100% men's products including underwear, swimwear, and loungewear.
JUST FASHION	DESIGNERS LABELS	LIMITED EDITION
The leading fashion and sportswear brands.	Luxury and designer lingerie, swimwear, and beachwear brands.	Young lingerie and beachwear designers.

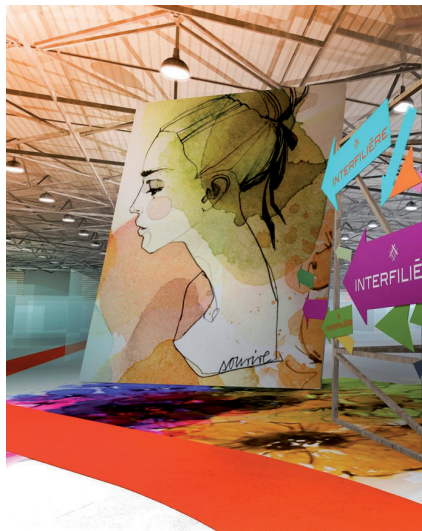
INTERFILIERE will be in Hall 5 with 300 exhibitors from 32 countries organised into six sectors:

ACCESSORIES	FABRICS	LACE
Closures, elastic tapes, buttons, bra cups, trims, beads, ribbons, etc.	Knits, wovens, prints, finishings, and more.	Chantilly to petit picot.
EMBROIDERY	TEXTILE DESIGNERS	SOURCING
Sublime stitches.	Dessins, bureaux de style.	Manufacturing opportunities.

and **INTERFILIÈRE** will give the industry spaces that are both modern and friendly. The design will guarantee visitors an unforgettable trade show experience as they explore the different creative sectors in the two shows.

Activewear is on the move at Interfilière July 2016!

For the second time, **INTERFILIÈRE** will focus on the constantly growing activewear market. Somewhere between sportswear and lingerie, its success is due to technical excellence and performance; and fabrics play a key role. It's fabrics that give the finished product the qualities consumers want: breathability, anti-odour and anti-bacterial characteristics, massage effects, etc. **INTERFILIÈRE** will bring the industry's performance experts together in Lyon for an overview and update on progress and a 2018 trends forecast. This key information will be available in the Lingerie, Swimwear, and Innovation forums.



This year, Mode City and Interfilière celebrate the bikini's 70th birthday in Lyon, «the city of lights»!

Building on the success of the 2015 fashion show event at the Molitor swimming pool, **MODE CITY** and **INTERFILIÈRE** are planning even more surprises to honour the anniversary of the iconic swimsuit designed by French engineer Louis Réard in 1946. To celebrate, the trade shows will present a fun-filled program of events throughout the city for visitors, exhibitors, buyers, and the local Lyonnais.



CONTACTS PRESSE

MODE CITY AKAGENCY.

Aleksandra KAWECKI
aleksandra@akagencyparis.com
+ 33 1 44 88 21 23

INTERFILIÈRE PARIS PRESS PROMENADE.

Claire CORREIA SANTOS
claire@presspromenade.fr
+33 (0)6 13 61 22 00

Magdalena FICON
magda@presspromenade.fr
+33 (0)6 98 83 29 77



HOTEL

20% BELOW MARKET PRICES

To guarantee exhibitors and clients the best possible service, Eurovet has set up a hotel reservation platform with preferential rates on an extensive choice of hotels in different categories (Lyon boasts a 15,000 room capacity) throughout the city or easily accessible to public transportation to the Eurexpo Exhibition Centre. This platform is now online at www.modecity.b-network.com or www.interfiliere.b-network.com.

ANY HELP ?

Laura PACCHIONI, Project Manager
laura.pacchioni@b-network.com
+33 (0)1 58 16 20 12



TRANSPORTS

TO JOIN LYON

By plain

Direct flights for more than 115 destinations and over 1000 weekly flights.
Close to the International airport of Geneva with more than 130 direct flights.
Connection Geneva-Lyon: 2 hours.

By train

3 TGV stations:
Part-Dieu, Perrache and Lyon-Saint Exupéry
Part-Dieu: up to 150 TGV daily,
up to 150 000 passengers,
more than 20 daily TGV to Paris.

By car

Paris-Lyon 5h00, Marseille-Lyon 3h, Turin-Lyon 3h45, Milan-Lyon 5h, Genève-Lyon 1h50, Zurich-Lyon 4h30.

DANS LYON

Rotation intensification of trams and buses in Lyon.