



ALL YOU NEED TO KNOW
ABOUT THE LIFESTYLE SECTION

PLAYTIME
PARIS

THE BIG
SMALL
SHOW



Leader and global reference in the kid's market thanks to its trade shows around the world, Playtime welcomes nearly 600 brands each season to its trade shows, while on its B2B ordering platform, OrderWizz, brands and buyers enjoy buying and selling all year long. Playtime is an international community that remains human sized, offering the best and most inspirational business experience in the kids' fashion, lifestyle, and parenthood sector!

PARIS: EPICENTER OF CREATIVE INTERNATIONAL BRANDS



Since its debut in 2007, Playtime Paris has been a pioneer in the kid's universe. Twice a year, Playtime artfully curates a premium selection of today's top international brands for children's fashion, decor, toys & leisure, wellness & care, babygear, parenthood, accessories, and shoes to present their collections in the heart of Paris at the Parc Floral. With a strong identity and original offer, Playtime has evolved to be the world reference for the kid's market.

With over 350 brands exhibiting, a blend of new and old friends join us each season to form the most creative, inspiring, and unmissable trade show for professionals. With its unique scenography featuring well-known artists and creative minds, trend spaces, The Creative Studio (a space dedicated to illustrators), and a rich program of events that includes trend presentations, Le dressing idéal de Milk Magazine, the Design Hunger Prizes, workshops, and new surprises each season!

MORE AND MORE LIFESTYLE...

75%

of buyers who visit Playtime Paris offer your product categories in their stores and are looking for more brands.

Since the beginning, Playtime has been recognized as a leader in the children's market for its unique curation of fashion and a vast universe of lifestyle labels.

The synergy between complementary brands offering fashion and lifestyle gives a holistic view of the children's and family universe.

By dedicating the section at the entrance of the show to immersing buyers in lifestyle brands and having a unique trend space dedicated to them, your brand is sure to receive the visibility it deserves.

Now more than ever, Playtime is growing its selection by introducing more labels that respond to the needs of the modern family.



THEY REGULARLY EXHIBIT AT PLAYTIME PARIS

DECOR & LIFESTYLE: Liewood, Konges Sløjd, Nobodinoz, Grech & Co., That's Mine, Nanami, Sticky Lemon, Fabelab, Vanilla Copenhagen, 7AM, Cocone, Mooi, Linge Particulier, Asobu...

TOYS & LEISURE: Senger Naturwelt, Papperlapapp, We are Gomu, Minmin Copenhagen, Louise & Gabriel, Urbidolls, Lässig, Raduga Grez, Petites Pommes, Plan Toys, Le Jouet Simple, Quut, Cache Toi, Marcel & Joachim...

BABYGEAR: Elhée, Mylo., Tisu baby, Charlie banana, Mon joli bavoir, Tante reine, The cotton cloud, Petit babu, Tidy tot, Yooji, Patakès collection, Bezisa, Les p'tites merveilles de Bérénice, Dagobert, Chewies & more...

WELLNESS & CARE: Kerzon, Minois Paris, Lilikiwi, On Behalf, Doucéa, Marelle, Chouette Paris, Les enfants sages, Linea Mamma Baby, Ouate, Amour Tempête, Rocambole Paris, Oh, Baby! Organic Care, Kenko Skincare...

PARENTHOOD: Perifit, Ilado, Sups, Motherwood, We are Woven, Noppies, Mon Petit Pois, Pater, Mama Matters, Naissance Publique, Jorgen House, Wildride, Maison Mini Wonder, You & Milk, Baby Moon Carriers...

ACCESSORIES: Izipizi, Millow Paris, Imruby, Anatole Paris, Adorabili, Oûcollie, Cream Eyewear, Hänska, Chamaye, Mini Coquine, Le Petit Lien de Paris, Ice Watch, La Coque Française...

FASHION: Bobo Choses, Mini Rodini, American Vintage, Morley, True Artist, The New Society, The Bonnie Mob, Ao76, Caroline Bosmans, Caramel, The Campamento, Jelly Mallow, Bonmot, Rylee + Cru, Molo, Oilily, C'era Una Volta, Wynken, Hello Simone, Donsje Amsterdam, Little Dutch...

SHOES: Veja, Pom d'Api, Spring Court, Tartine et Chocolat Souliers, Meduse, Angulus, Pèpè Shoes, Bisgaard, Naturino, LMDI, Bonton Shoes, Bootstock, Tip Toey Joey, Shoo Pom, Tnin shoes...

EXCLUSIVE SPACES TO PUT YOUR LABEL IN THE SPOTLIGHT

SINGULAR, which welcomes emerging brands and newcomers, was launched 2 years ago to introduce a curated selection of 10 lifestyle and fashion labels with mono products or capsule collections. With a unique scenography and dedicated communication, Singular offers a spotlight for brands to step into before and during Playtime Paris.



Brands chosen for Singular at past editions: Ezybeezy, Super Minus, Nuré Nutrition, Maison Géant, Adorabili, Les Mini Confettis, Mamie Stella, Studio Marmots, Boome, Mini & Humble, On Behalf, Allmemberz, Charlie Banana, Juliette et Tom, Mylo, Kalumi, Oli Undies, Max & Molly, Punchies, Petit Pli, Patata Modeler...

A **TREND SPACE** that brings to life the world of the modern family, inspiring buyer's shopping in an instant with an expertly curated selection of the season's must-have lifestyle products.



BUYERS FROM AROUND THE WORLD CAN'T WAIT TO MEET YOU

Playtime is the only place where you can meet with buyers specialized in the kid's market from around the world that are coming from department stores, e-shops, concept stores, boutiques, and everything in between. Many of these buyers come in search of lifestyle labels to create a harmonious family space in their store that includes accessories, decoration, and clothing.

The ripple effect between the lifestyle and fashion brands at Playtime Paris offers increased visibility to both from retailers they may not otherwise meet. Brands have access to an international, multidisciplinary audience.



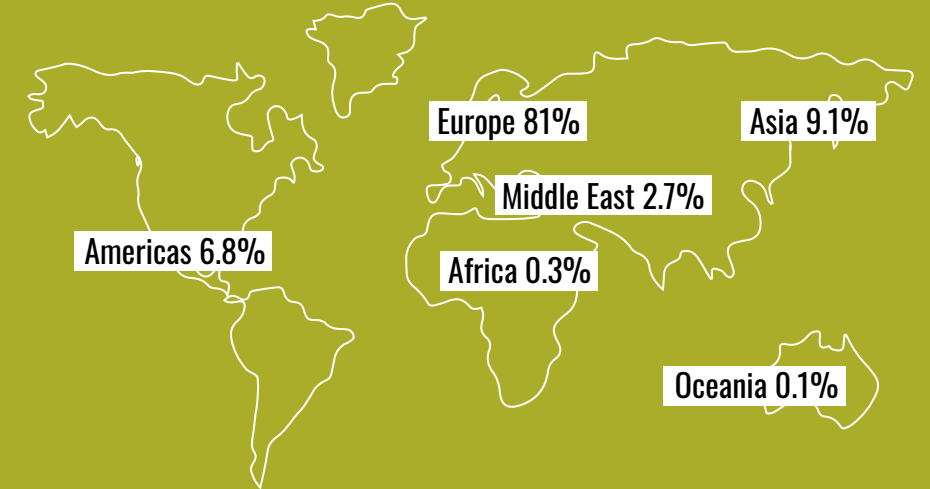
They regularly visit the show, buy lifestyle products and want to discover more brands:

Scout & Co (UK), Baby Kochs (Germany), Les petits raffineurs (France), Little & Tall (France), Kids 21 (Singapore), Yellow Flamingo (France), Molly Mag (UK), Maisonnette (USA), Het Land Van Ooit (Belgium), Smol (Lebanon), De Gele Flamingo (Belgium), Nuage (Switzerland), CookieDough (Lebanon), Vintage Lovers (Greece), Konfettiwolke (Germany), Mimo (Portugal), Monchou (Georgia), Little Wonders (Taiwan), Lille Studio (Denmark), The Littles (Qatar), Fleux (France), The Archive Store (Netherlands), Beetles & Bugs (Luxembourg), Le Bon Marché (France), Fenwick (UK)...

And also: Globus (Switzerland), Centre Commercial Kids (France), Mytheresa (Germany), SSense (Canada), Selfridges (UK), Kihanan (Japan), Smallable (France), Kids Department (The Netherlands), KaryMarket (South Korea), Galeries Lafayette (France), Neiman Marcus (USA), Answear (Poland), Little Nordic Baby (China), Play. (Belgium), Athlah (Kuwait), Pollyanna Kids (Andorra), Magasin du Nord (Denmark), Luisa Via Roma (Italy), Shinsegae Department Store (South Korea), The Front Shop (USA), MamaOwl (UK), and more...

+ 4,700

qualified, professional visitors from 67 countries



TOP COUNTRIES*

France
Belgium
The Netherlands
Switzerland
Germany
South Korea
The United Kingdom
The United States
Italy
Japan
Spain

*Summer 2024 figures

75%

of buyers who visit Playtime Paris offer in their store:
Decor & Lifestyle
Toys & Leisure,
Wellness & Care,
Babygear,
Parenthood.

COMMUNICATION AT PLAYTIME MAKES THE DIFFERENCE!

Exhibiting at Playtime Paris is not only about registering for our trade show and meeting the best buyers - it's also about enjoying **UNIQUE VISIBILITY** through our international community of professionals and passionates!



+101K FOLLOWERS

the strongest community of any trade show on social media (+95K followers on Instagram alone).

+4 INSTAGRAM PUBLICATIONS

per week that introduce brands that will exhibit at the shows.

+10 TARGETED NEWSLETTERS

sent to buyers and professionals to promote exhibitors from all sectors of the show.

+20 ARTICLES

each season that highlight the exhibitors before and after the show in our own online magazine!

8 PRIZES

just for lifestyle brands selected by Design Hunger that receive special communication including articles and social media content.

1 TREND SPACE

dedicated to lifestyle brands that inspires buyer's shopping.

+6 EXCLUSIVE PACKS

to promote your brand to professionals and passionates thanks to a Media Pack reserved for Playtime exhibitors (additional costs).

+17 MEDIA PARTNERS

with strong and long lasting relationships that support the communication of the show (Milk Magazine, Milk Décoration, Design Hunger, Doolittle, Scimparello, Lemon Magazine, Junior Style, Ninsmoda, and many more...)

1 PRESS OFFICE

that ensures strong visibility to international media and a warm welcome to journalists and content creators that attend Playtime Paris.

+20 INTERNATIONAL CONTENT CREATORS

invited to discover the show.

OUR PRICES

300€/sqm² + 175€ (registration fees + insurance)

REGULAR BOOTH

Fully equipped turnkey booths that allow you to customize and create your own visual identity at your booth. Booth sizes* start at 4 sqms (small accessories / lifestyle collections only) or 6 sqms (fashion brands) up to 50 sqm and more.

*For special sizes or booth structure, contact the team.

INCLUDED:

Raw walls
Furniture
Lighting
Public wifi
Storage area (additional cost depending on the amount)

OPTIONAL COSTS:

Electricity
Wall coverings and/or carpet
Additional furniture
Private wifi
Delivery / Pick up of packages to your booth
Media Pack opportunities to boost your visibility
Visitor's scan app service

THE SINGULAR SPACE: A SPECIAL PACKAGE TO SUPPORT UP-AND-COMING TALENTS!

815€ + 175€ (registration fees + insurance)

SINGULAR

Only for labels with less than 10 items*

INCLUDED:

Easy set up structure
Shared electricity
Public wifi
Free visitor's scan app service

SPECIAL EXPOSURE before and during Playtime Paris thanks to dedicated communication like social media posts, an article on Playtime Magazine, a newsletter about first-timers...



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