

PLAYTIME PARIS

JANUARY 25-27, 2025 - PARC FLORAL



PRESS RELEASE

December 2024

**“OPEN YOUR MIND,
THINK DIFFERENT,
THINK BIG.”**

Leader and global reference in the kid's market thanks to its events around the world, Playtime welcomes nearly **600** brands each season to its trade shows, while on its digital 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 and lifestyle sector!

Playtime Paris and Playtime & Kid's Hub New York are the can't miss meeting places in Europe and the United States for discovering the perfect representation of what consumers want to find in their favorite boutiques and e-shops!

With a selection of **280** brands coming from **37** different countries that range from pioneers in the market to the latest labels to discover, Playtime Paris responds to all the needs of the modern family. In addition to the expert selection of brands, three inspiring trend spaces (fashion, lifestyle, first timers) will set the tone of the season to come and guide buyers; The Creative Studio will welcome a dozen illustrators and be where you can unearth the prints of tomorrow; unique conferences will give you an exclusive view of the market; individual meetings to discuss the latest trends with an expert will be available to book; and there will be new workshops for creative children. All these elements come together to make this the favorite event of retailers and professionals in the kid's industry in search of an exceptional business experience where innovation meets imagination over three exciting days.



A word from **Chantal**,
the Event Director.

“Playtime is committed to responding to all the needs of the contemporary family, who takes care of their loved ones as well as the planet on which they live.

It’s beautiful, it’s inspiring, fair, fresh, and true!

The beautiful, the soft, the surprising, the practical, the vintage, the colorful, the genderless pastels, the timeless, the artisans, the new products, the printed and the plain, the luxury, and the affordable are all represented by the more than 280 brands that have been selected by our team of experts.

We encourage and closely follow boutiques from around the world in order to offer them solutions and help them develop their business.”

Chantal Danguillaume



A MIX OF FASHION, LIFESTYLE, AND PARENTHOOD BRANDS THAT CAN'T BE FOUND ANYWHERE ELSE

With the market in full transformation and increasingly demanding, Playtime stands out as the place that builds loyalty between brands and buyers, allowing them to consider new opportunities and to continue imagining the future of our industry together. The main players will be present, as well as emerging talents that our team has unearthed from around the world, with more than 37 countries being represented.

Made up of 72% fashion and accessories, 14% shoes, and 14% decor, toys, leisure, wellness, care, babygear, and parenthood brands, Playtime's offer this season reflects the current market. It takes into account the expectations of parents and kids in terms of style by covering every age, as well as price by including a wide range, while always maintaining the premium quality children need!

With 78% of exhibitors returning compared to 2024 figures, the importance of B2B distribution in the global children's market has been confirmed. The appeal of Playtime Paris for European brands is demonstrated by the strong presence of Danish and Dutch brands who know how to adapt to the new needs of consumers by proposing a well-aligned offer that is fair in terms of product, price, durability, and sustainability.

TOP 10 COUNTRIES

France	20%
Spain	11%
The Netherlands	10%
Denmark	9%
Great Britain	7%
Portugal	5%
Italy	5%
Germany	4%
USA	4% (new in the Top 10 countries)



Denmark: the leaders that return season after season: Molo, Konges Sløjd, Fub, Bundgaard, Wheat, Marmar Copenhagen, Bisgaard, Remix Girls, Fabelab, Patti Oslo, Angulus, Petites Pommès. And newcomers: Fliink, Brunobruno Nation, Holmm, the group Brand 4 kids.

The Netherlands: the leaders that return season after season: Donsje Amsterdam, Sticky Lemon, Gray Label, Gosoaky, Sproet & Sprout, Studio Noos. And newcomers: Alwero, Petit Blush, Baje Studio, We are wovens, Romp & Roll, Okky Eyewear.

We have also noted the entrance of the **US** onto the list of **top 10 countries** this year with the presence of 7AM, The Sunday Collective, Rylee+Cru, Quincy Mae, Noralee, State Bags, Petite Hailey, Californian Vintage...





With a varied offer that ranges from ready-to-wear to shoes and even everyday objects that assist children (and their parents) at every stage of their life, Playtime helps buyers curate a selection that is well adapted to the modern family while also reflecting the current trends of the market

THE UNMISSABLE:
Bobo Choses, The New Society, Mini Rodini, Veja, Rylee +Cru, Wheat, Gray Label, 1+ in the family, Molo, American Vintage, Gosoaky, Konges Sløjd, Pom d'Api...

MULTIDISCIPLINARY BRANDS THAT COVER EVERY NEED ARE MULTIPLYING AND BECOMING ESSENTIAL:
Donsjes Amsterdam, Konges Sløjd, 7AM, Marmar Copenhagen, Fresk, Ooh Noo...

KEEP AN EYE OUT FOR...
Momohanipopo, The Sunday Collective, Jellymallow, Tangerine, Wynken, Goldie + Ace, My Little Cozmo, Silly Silas, Tom & Boy, Sproet & Sprout, Hebe, True Artist, Claude & Co, Cos I said so, Mipounet...

A CLEVER MIX OF DESIGNER BRANDS USING COUTURE DETAILS AND HIGH QUALITY MATERIALS TO MAKE AVANT-GARDE LOOKS:
Paade, Mabli, Wolf & Rita, Bachaa, Maison Mangostan, Maan, Hello Simone, C'era una volta, Morley, Misha & Puff, Caramel, Self Portrait...

MINIMALIST BRANDS WHO CHOOSE ORGANIC, ECOLOGICAL, NATURAL MATERIALS FOR DRESSING ON A DAILY BASIS:
Gray Label, Serendipity Organics, Fliink, Flöss, Minimalisma, Hanevild, We are wovens, Alwero, A Basic Brand, Holmm...

BRANDS SPECIALLY DESIGNED FOR TEENAGERS:
Indee, Remix Girls, Fun&Fun, Californian Vintage, Ao76, Maan, Self-Portrait, Sofie Schnoor, Sunchild, Tumb! N Dry, Main Story, Molo, American Vintage...

OUTDOOR CLOTHING SPECIALISTS:
Pyrenex, Gosoaky, Petite Revery, Ducksday, Montereoggi, Denali Outerwear...



PRODUCTS FOR DAILY LIFE THE MODERN FAMILY WILL LOVE!

Travel in style thanks to bags and accessories designed for traveling with the whole family from 7AM, Studio Noos, Hänska, Binibamba, Sticky Lemon, State Bags, Avery Row, Konges Slojd, Rivedroite Paris...

Encourage children to play and imagine with Toyto, Cocoonari, We Are Gammu, Fabelab, Billy Loves Audrey, Korke, Ambosstoys, Patti Oslo, Helmut Cover, Chewies&more, Yaarn, Petites Pommes, Konges Slojd...

Take care of children and parent's skin with these wellness products from brands like Alma Babycare, Amour Tempête and LiLiKiWi and the best bathrobes from Elly+Lune, Avery Row, Sterntaler, and many more...

Accompany the whole family from day to night with products from brands like Ecobirdy, Halcyon Nights, AP Junior, Flow Amsterdam, Dimpel, Senger Naturwelt, Mon Ami, Patti Oslo, Just Dutch, Avril Kids, Smikkels, Little Casimir, 26 Paradis, My Baby Days, Chewies&more, Mr. Maria...



TO ELEVATE THEIR LOOK!

SHOES, SHOES, SHOES...

Discover an unprecedented selection of 37 brands specialized in offering everything from slippers to dress shoes, sneakers to loafers, rainboots to sandals, each with their own identity and style codes. All of these categories are designed to support the foot's development from very first steps to the ascent of summits, all while combining style, expertise, and comfort in the most beautiful leathers or the latest recycled materials.

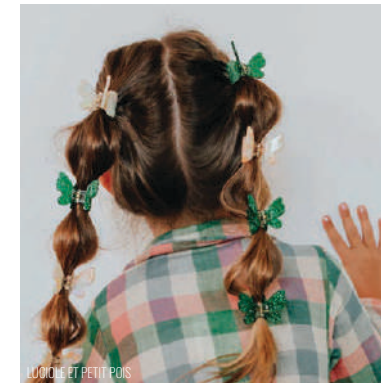
- **Timeless and minimalist:** Du Loua, Blundstone
- **Comfortable and modern:** Bisgaard, Angulus, Tip Toey Joey
- **Sneakers:** Veja, NAW, Ocra, Shoo Pom, Maa
- **Trendy:** Maison Mangostan, Donsje Amsterdam
- **Slippers and vintage-inspired:** Pom d'Api, Pèpè, Manuela de Juan, Eureka, Tartine et Chocolat, Bopy
- **Rain shoes:** Igor, Méduse, Boatilus, Amigos Footwear
- **Special occasions:** Manuela de Juan, Little Mary, Nicolas
- **For babies:** Easy Peasy, Anna und Paul, Bobux, Alwero, Donsje Amsterdam
- **Recycled materials:** Méduse, Boatilus, Tip Toey Joey, Amigos Footwear, Veja
- **Multidisciplinary:** GBB, Froddo
- **Socks:** Silly Silas, MP Denmark, Collégien, Meia Pata, Hirsh Natur



EXCITING ACCESSORIES!

From hair accessories, jewelry, and watches to a variety of bags that adapt to each moment of children's (and parents') lives, as well as sunglasses, all the must-haves for putting the final touch on every outfit will be at the show!

- **Bags, bookbags, backpacks:** Sticky Lemon, State Bags, Fresk, Hänska, The Cotton Cloud, Ocean & Ground
- **For parents:** Rivedroite Paris, Studio Noos, Binibamba
- **Hair accessories:** Grech & co, Gugu, Luciole et Petit Pois
- **Jewelry and watches:** Mini Kyomo
- **Sunglasses:** Okky Eyewear



THE NEW GUARD TO DISCOVER IN OUR EXCLUSIVE SPACES

A warm welcome is reserved for brands who will participate for their first time at the show through two spaces dedicated just to them.

In the **New Now** space, 8 brands exhibiting at Playtime Paris for the first time will be put in the spotlight in this must-see area of the show that buyers in search of newness never miss.

With **Kid Story, Chlues, Atelier Rive, My Little Freckle, Brunobruno Nation, Valeur Couture, ToTs, and Meerra.**

Singular was imagined as an open space reminiscent of a pop up store. It allows visitors to discover 9 brands with collections that mix innovation and creativity.

With **Roie and Friends, Little Casimir, POMY - Piece of my Heart, Amigos Footwear, Romp & Roll, Pastèque Family, Chemin Secret, Talou, Petit Palais and Stick Me Baby.**

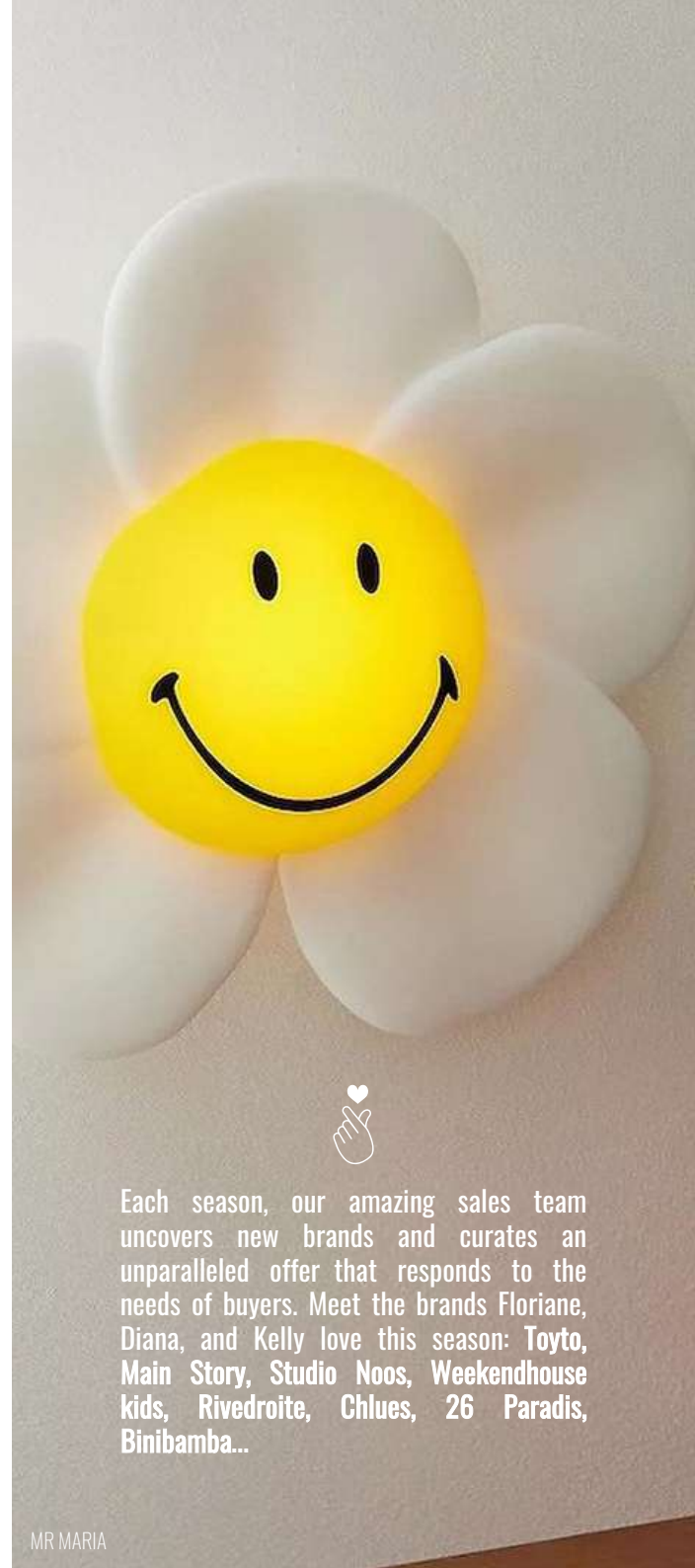
NEW NOW:



SINGULAR:



There will be many other new exhibitors to discover throughout the show, such as **Rivedroite Paris, Blundstone, EMU Australia, Self-Portrait, Fun&Fun, Anna und Paul, Phi Clothing, Ooh Noo, Koslux, Cosy Roots, Flab Kids, Maison Phau, UPA, Okky Eyewear, Mumzers, Hirsch-Natur, Californian Vintage, Lemom & pie, Beemondo Kids, Alwero, Sterntaler, Maaath Kids, State Bags, Toyto, Ecobirdy...**



Each season, our amazing sales team uncovers new brands and curates an unparalleled offer that responds to the needs of buyers. Meet the brands Floriane, Diana, and Kelly love this season: Toyto, Main Story, Studio Noos, Weekendhouse kids, Rivedroite, Chlues, 26 Paradis, Binibamba...



MOMENTS NOT TO BE MISSED!

FASHION TRENDS

The two major trends of the season decoded by Fashion Snoops, **KINSHIP & SUMPTUOUS**, will come to life in 2 incredible spaces imagined by our show designer Amélie Lengrand. Authentic guides for buyers thanks to the complete outfits put together and accessorized by stylist Marie Malissen, the must-haves of the season will be put on display in a creative and artistic way.

LIFESTYLE TRENDS

Lifestyle brands will be equally put in the spotlight via their own trend space. This season, we have asked **Fanny Le Gac** (interior architect, artistic director, and founder of Club Sourire) to **recreate the eclectic interior of modern families** where **second-hand** products are mixed with **contemporary objects** unlike ever before. In the spirit of decorating a child's bedroom, she will combine essential products selected from brands at the show with vintage pieces.

A must- see space for discovering an offer sure to please all design addicts!

FIRST TIMER TRENDS

A space dedicated to **highlighting brands who are participating for the first time at Playtime Paris**, our team of experts will make a selection of their products to put on display.

DESIGN HUNGER PRIZES

For the 5th consecutive season, the **Design Hunger Prizes** are back! Grethel, the founder of the magazine Design Hunger which is made for those passionate about design, has chosen **8 brands** she loves to award her prizes (Toys & Leisure Brand, New Lifestyle Brand, Conscious Brand, Home & Decor Brand, Wellness & Care Brand, Parenthood Brand, Accessory Brand, Big Design Prize). You'll be able to discover them as you walk the aisles of the show thanks to dedicated signage.

ALWAYS MORE INSPIRATION

Playtime will entrust the walls of its restaurant to some of our friends who will reveal their **Autumn-Winter 2025-26 Vision Boards**. Seize the opportunity to explore their dreams and desires for next season and get inspired!





MOMENTS NOT TO BE MISSED!

THE CREATIVE SPACE

Recently renamed, this space will welcome **12 creative studios and illustrators** who will present their latest designs, all-over patterns, and prints which are just waiting to come to life on new products!

ARTY(sts)

Alternative and creative, Playtime puts a selection of artists in the spotlight each season whose work will enhance certain areas of the show. At this edition, **Samia Hilal**, a French artist and designer, will give life to the Sumptuous trend space with her unique, colorful pieces. **Camille Longuépée**, a multidisciplinary French artist, will display her wooden sculptures in the Kinship trend space.

Margaux Lelièvre, a fellow French artist, will present an installation imagined like the pieces of a game that she has assembled, disassembled, and reassembled. French visual artist **Elsa Dray-Farges** will bring her colorful, melancholic universe to the VIP & Press lounge with a selection of her paintings and sculptures.

A WORKSHOP FOR CREATIVE KIDDOS

Because Playtime hasn't forgotten about the smallest visitors who will be at the show, we have reserved a special creative moment just for them! Each afternoon, **Lamprini**, a Greek illustrator and founder of the creative studio Ballon Nectar, will invite kids to dive into the colorful, imaginative world of Paul Klee and express their creativity in a fun way by making their own work inspired by this artist's unique style.

WALK IN THE SHOES OF A BUYER

This season, Playtime will follow **Nicola**, the buyer for the boutique **Cissy Wears** in the UK, and her daughter **Cissy**, during their day at the show. We'll share their experience on our Instagram account, giving you the opportunity to discover their favorite brands for next season.

DO YOUR ONLINE SHOPPING WITH ORDERWIZZ

Discover **OrderWizz**, the B2B ordering platform partner of Playtime, through a playful cart that will stroll the aisles of the show. Specially designed for the occasion, if you come across it, take on the challenge to place a (fake) order* in record time for the chance to win a product offered by some of the brands that are members on the platform!

**reserved to buyers*





EVENTS TO ADD TO YOUR CALENDAR!

DRESSING IDÉAL DE MILK MAGAZINE

The team from Milk magazine will walk the aisles of the show in search of their favorite fashion products and accessories to create their Dressing Idéal. At the show on January 25th, discover their selection at the entrance of the show and keep an eye out for magazine articles on Milk and Playtime the following week to see what products they picked.

NEW!

COFFEE WITH KIDDING, THE PRESS & INFLUENCE AGENCY

For the first time ever, Tiphaine, the founder of **Kidding**, and her team will welcome brands to chat over a cup of coffee and ask their questions about current practices in press and influencer relations in one-on-one meetings.

Sunday, January 26 from 9:30am to 11:30am *(by reservation only)* - VIP & Press lounge

EXCLUSIVE TREND PRESENTATION

The Fashion Snoops team will present the two seasonal trends KINSHIP & SUMPTUOUS during an exclusive conference Monday, January 27 at 10:30am in the heart of the trend space.

NEW!

SPEED MEETINGS WITH OUR TREND EXPERT

For the first time in Paris, brands and buyers can meet Jane, the kids' fashion and lifestyle expert from Fashion Snoops, during individual meetings where they can ask her questions about the season's trends, upcoming trends, or even the latest news and changes in the market.

Monday, January 27 from 11:30am to 12:30pm and 2:00pm to 3:00pm *(by reservation only)* - The Restaurant

NEW!

OUR EXPERTS AT BUYER'S SERVICE!

Members of the Playtime team who define the unique offer at our trade shows each season will be available at the beginning of the afternoon all three days of the show to chat with buyers, guiding and assisting them in their selection and construction of their offer.

Each day from 2:00pm to 2:30pm - VIP & Press lounge





NEW YORK, NEW YORK!

15 days after Playtime Paris, **Playtime & Kid's Hub New York** will open its doors to a new edition February 9-11, 2025 at the Metropolitan Pavilion with no less than **320 international brands!**

Made up of the best of two complementary sectors, **Playtime & Kid's Hub New York** is the **must-see event of the American continent for the entire kids' fashion and lifestyle industry.** There will be a mix of **independent labels and established brands**, American companies and others from around the world (discover the list of brands here). In addition to the expert selection of brands on display, unique moments that can't be found anywhere else (a conference, meetings with experts...) will take place, giving a global view of the market and solidifying this event as the favorite destination of retailers and members of the press in search of the best products and exclusive content.



NEXT SEASON...

PARIS



JUNE 28-30, 2025, PARC FLORAL

NEW YORK



JULY 27-29, 2025, METROPOLITAN PAVILION

NEW!

Next August, Playtime will also hit the road to a new destination with a new format... more information coming soon!

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