

# TEXWORLD EVOLUTION

PARIS

apparel sourcing  
PARIS

TEXWORLD  
PARIS

Press release  
Paris, 9 January 2023

**Called "Premier Sens", the trend book for the Spring-Summer 2024 season gives a reading of a new world, untouched by past lives. An attempt to "return to the senses" to be discovered from 6 to 8 February at the Parc des Expositions de Paris-Le-Bourget.**

## **A creative vision for 2024 fashion**

After taking us to the edge of the universe, at the core of a timeless *Big Bang*, Louis Gérin and Gregory Lamaud, the Art Directors of Texworld Evolution Paris, shed light on a newly born world, where humanity (finally) opens its eyes and reconnects with its senses.

Built on the analysis of emerging signals detected in the creative, economic, and societal fields, this new proposal marks the return of *the mix and match*: under the pressure of social networks, fashion is constructed by affinity assembly from a very heterogeneous dressing room. Gone are the univocal references: style no longer imposes its rules and colour is expressed in large universes in which each finds its inspiration. The fabrics are then used to bring the aged, metallic, lacquered or quilted aspects that will set them apart. A new world organised into four major themes to be (re)discovered with our senses.

• **Dampen.** This topic expresses the difficulty experienced in the face of the incessant - thundering - flow of information that assaults us, « *Made all thoughts impossible [...]* ». It expresses itself in a predominantly digital creative environment, rather seductive, undulating and almost transparent. We find materials that can be shiny or padded, protective, assembled in a repetitive way, like a wave that would absorb the sound of the outside world: « *At the beginning, life is a sound. A wave. A ripple. Later, it is a dance.* »

• **Touch.** Here we return to the world of touching, « *To break down the wall between us and the outside.* ». In reaction to our virtual 'digital baskets', this theme focuses on materials that reveal themselves and become meaningful under the hand: natural fibres, patinated, aged textiles, leathers, cotton, hemp or flax... The colour range is concentrated on tones close to natural elements: the brown and earthy ochre, the grey of stone, the black of carbon, the blues of the sky, the sea or the incandescence of the ember.

• **Get a glimpse.** « *It is time to open our eyes...* » This theme has a fundamental sense in the world of fashion. Vision also refers to the universal narcissism that guides our clothing choices and the way we want to be seen. « *Our era shouts it from the rooftops, on all the networks: Look at me, tell me I exist!* » It also deals with those collective systems of belonging that push us to copy, to operate by mimetism. Clothes must be seen and desirable: make place for brilliance, shimmering materials, bright and acidic colours, without masks...

• **Swallow.** This creative universe expresses our thirst for humanity, our desire to embrace the world. « *And each thing, each being, each landscape that I will have swallowed will slightly modify my vision of the world. [...] To taste the world is to accept to be enriched.* » It is also a way of going into the real world but in a smooth way, by using soothing, natural tones – borrowed from the world of taste (digital ginger, sweet vegetable, etc.) – capable of expressing strong contrasts in creative choices.

These themes will be presented at the *Trends Forum*. Visitors will be able to discover samples of materials and finished products selected by the show's artistic directors to represent each of these creative worlds.

The trendbook *Premier Sens* can be downloaded [here](#)

Website:

<https://texworld-paris.fr.messefrankfurt.com/paris/en.html>

Download the press material here:

<https://texworld-paris.fr.messefrankfurt.com/paris/en/press/press-kit.htm>

Providing maximum convenience for visitors, Apparel Sourcing, and Texworld Paris belong to the cluster of related trade fairs organised by Messe Frankfurt France (alongside Avantex and Leatherworld which take place only once a year during July session), held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.

**Texpertise, the textile business network**, stands for Messe Frankfurt's entire textile commitment. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries, the company is the world market leader in trade fairs for the textile industry. Texpertise Network covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the textile trade fair brands.

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

#### **Background information: Sustainable Messe Frankfurt**

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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*\* Preliminary figures for 2022*

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