

MIDEC continues to grow

This September's 41st MIDEC international shoe show held at the Porte de Versailles exhibition centre in Paris attracted 10,790 visitors of which 8,728 were from France and 2,062 from abroad. Although this only represented an increase of 1.09% compared to the February show, it continues the steady upward trend of the past two years.

The actual pattern of attendance was interesting in that while the opening day on the Friday attracted 35% of the total, Saturday saw only 25%. However, the show finished strongly with Sunday achieving a busy 40%.

Visitors were able to move directly from the Ready-to-Wear Fair into the footwear section which occupied the 20,000 m² of Hall 4 and experience MIDEC's new 'Fully-Fitted Stand' concept. This has three key features: streamlined design, modular construction and personalised detail, and is designed to give the show a new look and attract even more exhibitors and visitors. A combination of transparent glass panels, chromed fittings, white melamine surfaces and boutique-style lighting certainly created a lighter and more airy atmosphere where ranges could be shown to their best advantage.

There were some good special features. IMAGINE brought together the work of new young designers and that of established brands. Its Rising Stars section offered six young designers per session an opportunity to present their ideas and make themselves known and perhaps develop projects in partnership with industry professionals.

The en Duo section presented products that had resulted from partnerships between manufacturers and designers from Rising Stars of the previous Midéc. Creative Labels is a forum for edgy and luxury brands, and dedicated to those which are already established. It has doubled its capacity, moved up the quality ladder and become more international.

MIDEC is always a good place to see children's shoes and the JUST FOR KIDS space, clearly identified by its use of strong colours and imagery, provided a fresh and playful background for buyers to see the latest products from leading kid's brands that included Kickers, Mod 8, Converse Kids, Agatha Ruiz de la Prada, Little Mary, Moschino, Bopy and Diggers.



A MOMENT OF PLEASURE

This season, MIDEC changed its usual approach and presented new ideas for men's and women's trends for summer 2008 as six themes that reflect new lifestyles or fashions in a special section entitled A Moment of Pleasure.

Fashion Addict for women featured couture elegance, film star looks, glossy detailing and golden accessories. Buzz words included trendy woman, couture luxury, Cannes fashion and colours will include shiny shades and flashy tones.

High Design for men and women was for consumers who are sensitive to innovations and design, and high tech fashion oriented towards sportswear. Inspiration comes from architectural design, experimental couture, androids and hybrid sports. Soft powdered colours and metallic detailing predominated.

Heritage for men and women sees today's consumer as an experienced traveller at home anywhere in the world. Next summer, however, fashion reverts to its European heritage in a mixture of leisure styling and exotic decoration under headings such as mixing traditions, modern craft and inter-cultural retro folklore. Colours are jungle green, indigo blue, chocolate brown, rusty red and copper.

Happy for men and women was a reaction against today's global consumerism and brand supremacy where customers will be satisfied with simple tastes and casual fashion goes for a relaxed and happy look.

Keynote descriptions include soft sportswear, comfortable with one's look and easy to wear and shoes come in light, bright and pop primary colours.

New Chic for men and women represented calm and purity with classic lines and traditional codes. Quality is back, textures are neat, and detailing impeccable and sophisticated. Buzz words included modern chic smart, timeless and demure, and pretty lady. Colours vary between natural and coloured neutrals, sophisticated metallic shades and classics such as red, dark blue, white and black.

Bio Look for men and women sees them as being increasingly sensitive to the environmental impact of manufacturing and seeking an ethical mode of consumption which favours natural textures and eco materials that are good for their bodies and the planet. Ethical fashion, well-being, eco design and respect influenced styling that uses natural colours and faded shades.

KID'S CORNER

The past few seasons have seen a creative explosion in children's footwear and mini-consumers are now just as fashion-conscious as adults. MIDEC anticipated three main themes for Summer 2008.

Happy Days for girls and boys is a contemporary style with accents of yester-year and fashion that is simple, neat and enlivened with coloured letters, numbers and graphics, stripes, pop-art flowers and graphic detailing. Look out for toy colours such as red, green, yellow, sky blue, pink, caramel brown and white.

Ethnic Natural for girls and boys is hip casual in natural materials and pays tribute to urban exotica. Key points are natural expression, faded sportswear, hand sewn and frayed. Colours include whites, offwhites, natural shades and coloured neutrals.

Hype is mostly for girls and is influenced by sports and pop stars for an over-the-top look with giant logos, an electro look, mirror effects and girly details such as diamonds, rhinestones and spangles. Gold, silver and pink are the key colours.

