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presents

About us

*Marché de la Mode
Vintage (LY)*

*Mode Vintage Fair
(NY)*

The Marché de la Mode Vintage (Mode Vintage Fair) was created in Lyon in 2001 by the association for the Université de la Mode (University of Fashion), ModaLyon. It was bought by PJBRIVET in 2012.

PJBRIVET SAS is a consulting company, created by Pierre-Jaques Brivet, a former director of professional corporations (industrial and inter-professional), which deals with strategies and events. He supports company managers and decision-makers in their marketing or commercial strategies.

After strengthening the Lyonnais events in 2013, PJBRIVET SAS is working on internationalizing the Marché de la Mode Vintage and will organize in November 2014 his first event in New-York.

**Marché
de la Mode
Vintage**

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**Mode
Vintage
Fair**

Editorial

The Marché de la Mode Vintage is the leading event in Europe, created in Lyon in March 2001 where professionals, collectors, and individuals sell fashion, designs and accessories from the 1950's to the 1990's. It is a popular event open to all, presenting a unique collection of trends, fashion, tastes, colors, looks and entertainment.

In an ever changing world, vintage is a safe investment. For the nostalgic of the glorious 1930's in search of a little something from those beautiful years or for the individuals who rummage through their closet in search of forgotten pieces that could be resold at the market. Also, for all the fans of fashion and slow fashion who come to complete their wardrobe, perfect their look or enjoy fashion in some other way (slow fashion is an alternative to mass-produced clothing and includes buying secondhand or vintage clothing and donating unwanted garments).

Visiting the Marché de la Mode Vintage is a guaranteed immersion into the vintage years (its codes, clothing, food, music...). Our events are located at Halle Tony Garnier in Lyon, a building that hosts many cultural events.

Take a peek at our website and online magazine at www.modevintagefair.com which is connected to the vintage community and follows trends and events.

Vintage seen by
Pierre-Jacques Brivet,
Owner and President
of the Marché de la
Mode Vintage.

What is your definition of vintage, in relation to fashion and to society?

To me, vintage represents a series of periods, characterized by stylish elements closely linked to social movements of specific decades. For example, the New-Look from the post-war era, the fashion revolutions illustrating the 1960's economic and social transformations, the flower-power of the 1970's and also the 1980's rich and beautiful.

What is your most personal vintage treasure and memory?



After leading the regional and export services at Mode-Habilleme nt Rhone-Alpes union for 12 years and participating in the creation of the Village des Createurs at Passage Thiaffait in March 2000, while in addition to also being the deputy director of the Université de la Mode (University of Fashion), Pierre-Jacques bought the Marché de la Mode Vintage in October 2012. He bought the Marché in order to internationalize the fair and introduce a winter edition.

Born in 1967, I am a quintessential product of the 1970's and the 1980's, and like many I am easily affected by small, everyday objects that represent these decades (with the appearance of the new synthetic materials) that are effortlessly found in flea markets or vintage boutiques. If I had to choose one in particular, it would be the inflatable FINA boats, because they remind me of the picnics I enjoyed with my family on the lakeside of the Haute-Loire. In order to get one of these, it took thousands of miles in my family's Peugeot, filling up on petrol to earn enough points, which would get me closer, each time, to a new boat.

2

If you were...

A vintage individual...

It would be the stylist, Hubert de Givenchy. His creations (especially his strong prints) are an excellent representation of the 70's, which are shown through a classy and esthetic personality.

A vintage film...

The first episodes of the television show Dynasty, which shows the rich and beautiful decor of the 80's and of course the kitsch outfits of Joan Collins, aka Alexis Morrell Carrington.

A vintage song...

"Whatever will be, will be" by Jay Livingston and Ray Evans, used by Alfred Hitchcock in his 1956 film "The Man who knew too much". The song became popular in France thanks to Line Renaud, who sang the French version, "Laissons l'avenir venir et qui vivra verra"

A vintage place...

The MUDE in Lisbon, a museum of fashion and design which presents products and clothes from the 20th century and specifically vintage years on 17,000 square meters of space. Impossible to miss!

pjb@pjbrivet.com



Marché de la Mode Vintage, Lyon 2013 and 2014.

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PJBRIVET, owner of the Marché de la Mode Vintage accomplished his goals by increasing the number of visitors in 2013 from 15,000 to 40,000 offering a more professional fair and internationalizing the event.

3

With more than 390 exhibitors coming mostly from France, but also Italy, Spain, UK, Belgium, Switzerland, Ireland and Germany, the number of international exhibitors is growing. The international development will be a priority for every event.

The 14th edition of the Marché de la Mode Vintage is opening its doors this 17th and 18th of May 2014 at the Halle Tony Garnier in Lyon. With over 93,000 square feet the market will offer a wide selection of exhibitors organized around 5 themes, Fashion, Luxury, Designer, Decoration, and vinyl focusing on the theme "Marine Vintage". Also a large part of the event is dedicated to entertainment for visitors and families such as music, dance, the hunt for the best vintage style, hula hoop shows and an introduction to the French vintage "Solex" (motorized bikes).



Mode Vintage Fair New York Nov. 22nd-23rd 2014

Please join us at our 1st Edition of the
MODE VINTAGE FAIR
New York City on
November 22nd and 23rd 2014

In New York an exhibition area of 12 000 sq. feet
divided into 4 key vintage sectors:

Fashion:

ready-to-wear, stylish second hand clothes, accessories

Luxury:

couture, jewelry, and leather goods

Designer:

vintage-inspired collection

Decoration:

accessories, furniture, light.

The event's two days will be interspersed with activities for
children, live shows, retro hairstyling, make-up, barber shops, food,
and more.

We will inform you soon of the detailed list of exhibitors and the
program of entertainments.

Further information at modevintagefair.com

Opening hours:

Saturday 22nd: from 10 am to 9 pm

Sunday 23rd: from 10 am to 7 pm

Entry fee:

\$16 at the door - a shopping-bag collector offered

\$10 if purchased online in advance at modevintagefair.com

Free for children under 12.

We sell 50 booths of 10x10 ft, at US\$ 1.290
Booking deadline: Sept. 19th 2014

Register online at
www.modevintagefair.com

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5



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