

 pjbrivet
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 September 2014 an event in New York.

Editorial

The logo for Marché de la Mode Vintage, with 'Marché' and 'Vintage' in a bold serif font and 'de la Mode' in a smaller serif font in between.The logo for pjbrivet, featuring a stylized 'p' and 'j' followed by 'brivet' in a serif font.

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-Habillement 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.

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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!

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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.

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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).

PJBRIVET, president of the Marché de la Mode Vintage announced the dates of the second winter Lyon edition: November 15th-16th, 2014.

Mode Vintage Fair New York Sept. 27th 28th 2014



Please join us at our 1ST Edition of the
MODE VINTAGE FAIR
New York City on
September 27TH and 28TH 2014

The Mode Vintage Fair is a part of The Marché de la Mode Vintage, the leading event in Europe created in Lyon in March 2001. A place where professionals, collectors and individuals sell fashion, designs and accessories from the 1950's to the 1990's.

A popular event open to everyone, which offers a large variety of trends, tastes, colors, looks and entertainment. Our French events welcome around 40, 000 visitors a year.

In New York an exhibition area of 24 000 ft²
Divided into 4 key vintage sectors:



FASHION

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



LUXURY

couture - jewelry - leather goods



DESIGNER

Vintage inspired collections



DECORATION

accessories - furniture - lights

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Information and registration :

mvf@pjbrivet.com

 ModevintageFairNY

Recently renovated, the Metropolitan West Pavilion is located at
639 West 46th Street on the banks of the Hudson River.
Only a 10 min walk from Times Square, Central Park and the High
Line, and is in front of The Intrepid Sea, Air & Space Museum

Subway TimesSquare:



We will sell 90 booths of 10x10ft
Price: 1,290 USD

Booking deadline: July 18th 2014

Please register online at
www.modevintagefair.com

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