

Showrooms: foreign delegations continue to arrive

By [Anne-Sophie Savenier](#) - March 4, 2015

Austrian, Polish, American and German - this year many foreign delegations have come to the French capital. Their goal? To attract the attention of the flow of buyers from around the world who have come for Paris fashion week, which runs until March 11.

It's no surprise buyers will show up yet again for the showroom Americans in Paris, organized by the CFDA/Vogue Fashion Fund. For its 8th edition, to be held at 8 rue de Valois (1st arrondissement) from March 7-9, it will present ten American designers, including Tanya Taylor, Ryan Roche, Eva Zuckerman and Alejandro Ingelmo.



Alejandro Ingelmo is participating in the

From March 4-11, visitors will also be able to attend London Show Rooms, once again organized by the British Fashion Council. During this not-to-miss event, which will be held at 3 cour Bérard, impasse Guéménée (4th arrondissement), nearly twenty designers will be presented, including Ashley Williams, Claire Barrow, Michael Van Der Ham or Sibling.

Another event that is also already well known: the Berlin Showroom, which will be held this year from March 6-8 at 25 rue Yves Toudic in Paris' tenth arrondissement. Housed by the Espace Modem, a dozen designers from across the Rhine will present their collections. Among them: Âme Sœur (which was already present last year), Pugnât and Isabell Hillerin.

Continuing along with its European neighbors, buyers will also be able to count on the presence of Poland. The latter will present from March 5-8 an exhibition entitled Polish Fashion Now. Designed as an innovative and multidisciplinary event, Polish Fashion Now will honor eleven fashion and accessories designers - including Joanna Startek, Sylwia Rochala and Dominka Nowak - as well as four illustrators and a photographer.



Dominka Nowak, a Polish footwear designer

The New Couture Showroom, meanwhile, will offer this season a fashion world tour with designers from the UK, Italy, Norway, India, Korea, Azerbaijan, Russia, Israel and France. Nine brands will be presented, including Nora Noh, F.Francy or Ghribi Elegance. The event will be held from March 4 to 6 at the Hotel Intercontinental Paris Le Grand, in the presidential room (2nd floor).

Finally, the March 2015 fashion week will also serve as an opportunity for visitors to discover new showrooms, such as the AFA (Austrian Fashion Association) Showroom. Put on for the first time in Paris, the AFA Showroom, which receives support in particular from the city of Vienna, will present ten

Austrian brands ranging from ready-to-wear to accessories to jewelry. Bradaric Ohmae, Ajla Ayidan and Polaire, among others, will present their collections at 2 rue Gabriel Vicar (1st floor) in Paris' 3rd arrondissement.

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