

CURVE PARIS & INTERFILIÈRE PARIS AT THE TIME OF ASSESSMENT



Tuesday July 4th, the tradeshows Curve Paris and Interfilière Paris closed their doors, thus concluding a summer session full of business and encounters.

Curve Paris and Interfilière Paris, with their unique international status for bringing together the creative industries from upstream to downstream (from creation, manufacturing, textiles and fabrics, to finished products), gathered **300 exhibitors**. The two trade shows worked together to provide a comprehensive vision of the market and connect all of the stakeholders: retailers, brands and manufacturers.

WSN, which organized the summer edition of these trade shows for the first time, has drawn valuable lessons from this overall successful assessment.

"What makes our event strong is that one complements the other; a unique format that defines our specificity, and one that we will continue to work to strengthen."

Frédéric Maus, CEO of WSN.

Curve Paris has been able to provide relevant responses to the increasingly demanding expectations of professional in today's market.

The trade shows brought together **138 brands**, including **54% new exhibitors**.

This new event in Paris infused a new overall experience with a comprehensive and attractive international summer offering, ranging from emerging designers to industry veterans, and featuring 40 different product categories.

Not to mention its core sectors, with **36% representing lingerie**, and **37% representing beachwear/resort wear**.

In fact, Curve Paris introduced a new, more lifestyle-oriented offering, including **14% dedicated to accessories**.

Geographic distribution :

35%
FRANCE

65%
INTERNATIONAL

35%	→	FRANCE
8%	→	US
8%	→	POLAND
6%	→	ITALY
5%	→	TURKEY
5%	→	LATVIA



Khaven



Luna B

Interfilière, the Parisian event focused on the upstream sectors of lingerie, swimwear, and activewear, presented a **highly qualitative offering** with **162 suppliers**, including **31% new participants**.

It showcased an **enhanced offering** compared to June 2022 (+12%). Its three main sectors (which account for 70% of its offering) continue to be fabric, lace, and accessories. The fabric category remains predominant (33% in July 2023 compared to 32% in the previous January).

Key numbers for Interfilière	
+31%	→ vs January 23 in Nb of Frms with significant increases
+91%	→ IN MANUFACTURING EXHIBITORS
+33%	→ IN THE EMBROIDERY MANUFACTURERS
+33%	→ IN FABRIC EXHIBITORS
The number of textile designers has doubled	
15% FRANCE	85% INTERNATIONAL



With 5150 buyers in attendance (including 25% new visitors) from **109 different countries**, Curve Paris and Interfilière Paris maintained their visitor numbers compared to June 2022. However, it is important to note that the June 2022 trade show was held as a rescheduled event from the Salon International de la Lingerie that was originally scheduled for January. The last Unique by Mode City took place in July 2019.

Geographic distribution:	
34,50% FRANCE	65,50% INTERNATIONAL

Top 5 countries for visitors:	
5,18%	→ GERMANY
4,48%	→ CHINA
4,38%	→ ENGLANDI
3,33%	→ USA
3,25%	→ HONG-KONG
Top 5 jobs of visitors:	
23,80%	→ GENERAL DIRECTION
23,44%	→ CREATION / DESIGN
16,53%	→ BUYING
8,30%	→ PRODUCTION/SOURCING/R&D
8,02%	→ COMMERCIAL

Many exhibitors agree on the quality of the visitors and the contracts established at the trade show. This edition has shown how the strength of these trade shows lies in their ability to create stable and fruitful relationships, which are important in uncertain times, not to mention necessary synergy between the upstream and downstream of the industry. This session took place in a particularly challenging social context in France, which led to some cancellations and numerous concerns.



VISITING THE SALONS WERE...

@ CURVE PARIS

AMAZON - AMOUR FOU DESSOUS - ARITZIA - ALLA PRIMA - BELDONA - BEYMEN - BONGENIE - BOUDOIR DESSOUS - BRAND BAZAR - EL CORTE INGLÈS - FIG RETAIL - GALERIES LAFAYETTE - GLAMUSE - GLOBUS - GROUPE ACCOR - JELMOLI - JOHN LEWIS - KADEWE - LA MAISON SIMONS - LA REDOUTE - LE BON MARCHÉ - LE PRINTEMPS - LUDWIG BECK - LUZ DE MAR - MANOR - NORDSTROM - ODETTE LINGERIE - PLACE DES TENDANCES - POP LINGERIE - QVC - UN AMOUR DE LINGERIE - VEEPEE ...



@ INTERFILIÈRE

AUBADE - ANOTHER STORIES - BALMAIN - BALENCIAGA - BORDELLE - CALVIN KLEIN - CHANTELLE - COCO DE MER - DELTA GALIL - GIORGIO ARMANI - GROUPE ETAM - HUNKEMOLLER - INDITEX - KARL LAGERFELD - LACELIER - LACOSTE - LIVY- MARINE SERRE - MARKS AND SPENCER - MOOS - MUGLER - NEW YORKER - SIMONE PÉRÈLE - VAN DE VELDE - VERSACE - VICTORIA'S SECRET - WACOAL - WOLF LINGERIE - Y/PROJECT...

Department stores and concept stores praised the sharp visionary selection of lingerie, beachwear, resort wear, loungewear, and beauty, showcased in the exposed showcase.

French and international visitors particularly enjoyed the new experiences such as the Curve Capsule, its short films, and the presentation of Bugis' circular craft. Once again, the Curve Paris and Interfilière Paris Trend Forums, as well as the conferences served as a true source of inspiration for all buyers. They were charmed by the festive atmosphere of the outdoor terrace. Curve Paris and Interfilière successfully combined business, conviviality, and a passion for the industry during the 3-day event. It is this very passion that drives buyers and exhibitors to create a unique connection at the trade shows.

"A trade show is constantly adapting to meet the changes and expectations of buyers and exhibitors. Curve Paris still needs to find its ideal format but remains an essential event in the international lingerie and beachwear/resort wear trade show calendar. We will take the time to engage with all industry stakeholders to deeply reflect on the upcoming dates. The teams are already preparing for the next edition of the Salon International de la Lingerie, which remains the largest lingerie trade show in the world and will celebrate its 60th anniversary next January."

Matthieu Pinet, Directeur of The Salon de la Lingerie at WSN

The Salon International de la Lingerie, the world leader in lingerie trade shows, will launch the Autumn-Winter 2024/2025 collections from January 20th to 22nd, 2024, and promises numerous surprises on the occasion of its 60th anniversary.

Finally, **The Showp**, a complementary tool to the trade show, aims to extend the experience and allow brands to grow, prospect, and continue the dialogue and business throughout the year. It will be officially launched next September. A combination of "show" and "shop" and a highlight of an omnichannel strategy, The Showp platform (formerly known as CXMP) will undergo a complete rebranding. It will offer a selection of finished products from the finest lingerie, fashion, sportswear, eyewear, and grocery brands, with a network of over 100,000 stores worldwide.



WHAT THEY'VE BEEN SAYING ABOUT THE EVENT...

"It's always a pleasure to find a warm welcome at the trade show and a very intuitive buyer's journey. We spotted new brands such as Scarlett Ateliers (Loungewear), Calanque Swimwear, Khaven (swimwear), and Ott. (accessoires)."

Noël TEILLARD D'EYRY - Managing Partner buying service - La Maison Simons

"We discovered some beautiful brands at EXPOSED, like Fogal for example."

CÉCILE MASSABIE - Lingerie, Swimwear, Wellness, and Cold Weather Market Director at Galeries Lafayette

"This trade show has been a wonderful place for meetings and exchanges with our partners, as well as an opportunity to discover new trends." **LINDA ACEF - Key Account Manager at Veepee**

"We are very pleased with the trade show. A great location, orders, and opportunities with beautiful boutiques in France, Greece, the Middle East, Italy, and the French overseas territories, not to mention exciting upcoming projects with a department store."

Scandale Eco Lingerie

"Calm and intense at the same time! We reunited with our luxury house clients and forged new relationships with beautiful brands for the realization of great projects." **Lior SRL**

"A small salon with many meetings and great contacts, with beautiful boutiques from Japan, Spain, and Dubai. We are very happy!" **Volans**

"Two beautiful days, Sunday and Monday, with numerous meetings with French and European department stores." **Revivre**

"A very successful trade show for us! We are delighted, despite a few client cancellations due to the perception of Paris in the foreign media." **Forster Rohner**

"A good trade show with productive meetings with boutiques in Greece, Eastern Europe, the Middle East, Germany, and Spain..." **Lenny Niemeyer.**

"At the beautiful Interfilière trade show, we encountered fewer visitors than in January, but we created better business opportunities with major brands and larger groups." **Bikini Beach Concept**

"We met with international media, department stores, and beautiful boutiques for our knitting kits, as well as industrial manufacturers and brands from Europe and South America who are interested in our yarns. I didn't expect to have so many diverse encounters. Now, we need to carefully follow up on all these new opportunities that have come our way." **Chamade**

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ABOUT WSN

<https://whosnext.com/>

WSN Développement is the organizing company behind Parisian trade shows for international fashion professionals, primarily brands and distributors.

WHO'S NEXT, held in January and September, showcases ready-to-wear, accessories, beauty, and lifestyle alongside IMPACT, a gathering of initiatives promoting ecological and solidarity transition, and TRAFFIC, an event dedicated to solutions and innovations for fashion distributors and brands.

Since May 2021, WSN has been organizing BIJORHCA for BOCI alongside WHO'S NEXT. During fashion week in March and October, PREMIERE CLASSE showcases fashion accessories accompanied by a carefully curated selection of ready-to-wear.

Since July 2022, WSN has taken over the organization of the Salon International de la Lingerie, Curve Paris, and Interfilère Paris for Eurovet.

