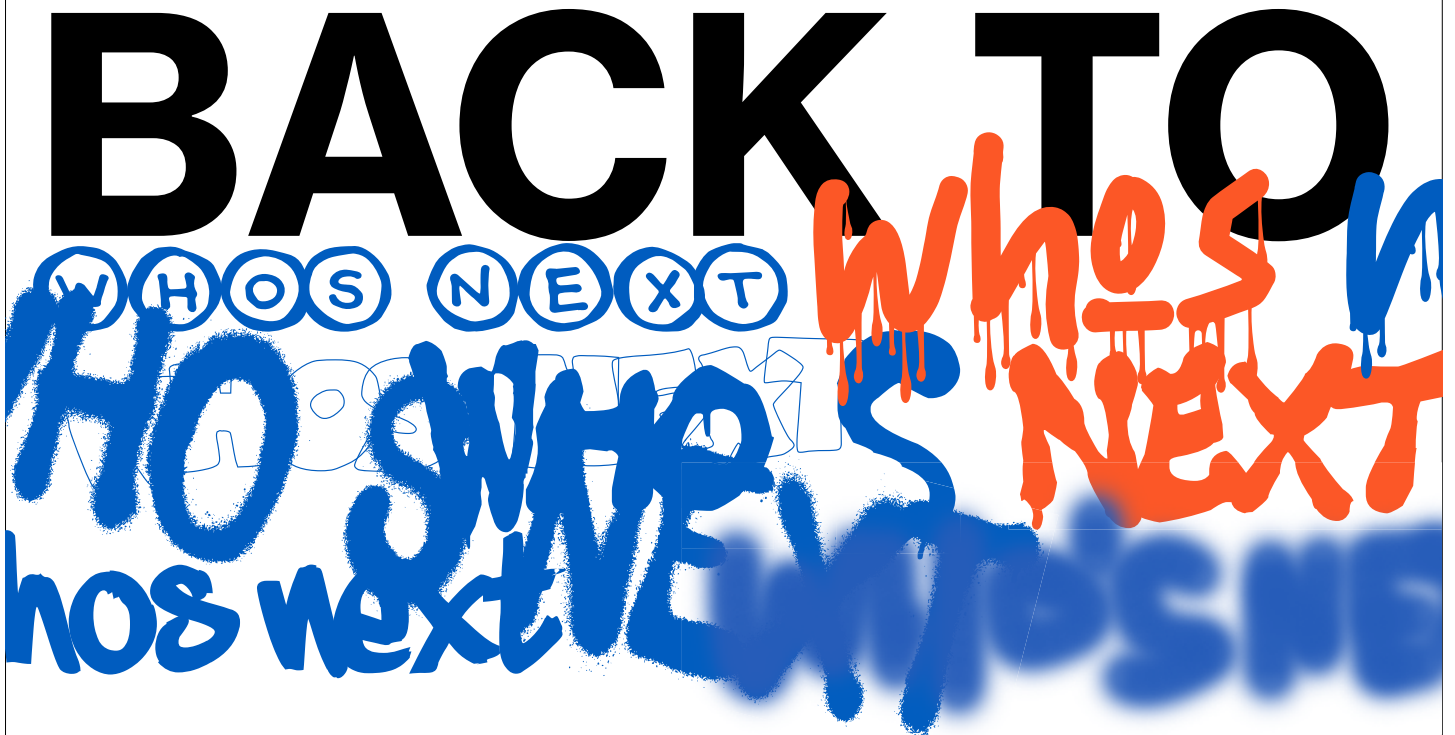


WHO'S NEXT BACK TO SCHOOL

As the Parisian Fashion Week for Men and Haute Couture comes to a close, a significant season for the fashion industry, buzzing with creativity, and thoughts are already turning to the summer on the horizon. But with holidays comes the back-to-school season, and for Who's Next, this one is shaping up to be bigger than ever! From September 2nd to 4th, 2023, fashion players and creators will gather at Porte de Versailles for an inclusive, joyful, and festive back-to-school event centered around the WSN community, which demonstrates its strong and unique attachment to this Parisian institution every season. Favored by an exceptional post-Covid momentum, an ever-growing international scope, and the grand return of wholesale, WSN revisits its classics and promises you a smooth landing in the vibrant ecosystem of fashion, accessories, and jewellery, its players, trends, challenges, and aspirations. So, in September, trade your swimsuit for your finest uniform and meet on the benches of Who's Next.



“After Covid, WSN has shown resilience and innovation in finding the best solutions to adapt to an industry undergoing profound changes. We have expanded our business by welcoming new entities - Bijorhca, Impact, Neonyt Paris, Traffic - satellites that are now integral parts of the WSN identity. Today, there is no other trade show in the world that brings together such a diverse range of creative industries and professionals in one place. To celebrate this new worldwide community and the resurgence of business in September, WSN establishes itself as the must-attend event for this 2023 back-to-school season.”

Frédéric Maus, CEO of WSN

BACK TO CLASSICS

A true wholesale temple for nearly thirty years, WSN has been supporting brands and retailers and serving as a generator of business, desires, and ideas by fostering the meeting of professionals from around the world and stimulating their growth as creative entities. As the year 2024 will celebrate WSN's 30th anniversary as well as 60 years of Salon International de la Lingerie, this back-to-school edition marks the inauguration of a new fashion calendar dictated by an increasing number of industry players - represented by Impact, Neonyt Paris, Bijorhca, Traffic - who respond to the call of Who's Next. Over 1200 brands and suppliers are expected for this new edition, benefiting from an enhanced selection. As all eyes are once again focused on Paris as the fashion capital, Who's Next establishes itself as the most anticipated European rendezvous for the industry. This edition will feature 42% French brands and 58% international brands: an exceptional dynamic that confirms the growing influence of the WSN group on the international scene. Among all the countries present, the top 5 are Spain, Italy, India, Greece, and Turkey. A plethora of leading brands will thus be able to present their new collections in a joyful and theatrical scenography adorned with the colors of Who's Next.

**SOPHIE AND LUCIE**

BACK TO BUSINESS

In September, WSN expands its ranks. This edition marks one of the most beautiful and cutting-edge selections in the «Fame» space, with the return of iconic brands such as Hartford or Five Jeans, as well as the arrival of new trending designers like The Tiny Big Sister or BONTON. The Ulule space will showcase the new creative guard - Ancore, Belaia, The Dress Lab, Edo, and more - which is also part of the DNA of the WSN group since its inception. This season, the Who's Next offer includes 30% of new arrivals. The partnership with the Ulule platform continues. In its two years of existence, this collaboration has already supported nearly 230 young talents, and today, 12 of them have become independent brands, present at the trade show, with a growing business (Erro Maroquinerie, N'Go Shoes, Girafon Bleu...). Wholesale, increasingly reconsidered by brands, is once again central and is proving to be a successful strategy. The presence of DNVBs (Digitally Native Vertical Brands), such as eyewear brand Jimmy Fairly, at the trade show, reflects the renewed interest of professionals in this channel, their desire to find growth opportunities, and to engage with a new audience on a larger scale. Identified by B-to-C retail brands as the reference for entering the wholesale market, Who's Next brings together brands and retailers to best develop their businesses and find new partners.



“The buyers are knocking on the door, brands are already on board, and pre-registrations confirm this trend. We feel a strong demand from the industry, which seeks to consolidate its development strategies within our ecosystem while embracing current trends and the solutions our experts can provide. There is ambition, energy, and determination. Brands want to expand. It’s very exciting, and the back-to-school season is already looking more than positive.”

Sylvie Pourrat, Director of WSN Offer

BIJORHCA

The overall Who's Next experience continues with Bijorhca in Hall 1, offering an immersive journey into the world of jewellery and craftsmanship. Since its takeover by WSN in May 2021, it has become an unmissable event for the entire industry. Nearly 150 brands and suppliers mark this back-to-school season, including Satellite, Philippe Ferrandis, By Garance, Canyon, Crezus, and Bruno Da Rocha. There are also new players not to be missed, such as Emotional, By Mako, Varvar, Amniotic, as well as Oozoo Timepieces watches. Artistic crafts are showcased in the IAMA space, along with iconic suppliers like Laval 1878, CHQ, Schmuck Basar, and Maharaja Arts Palace. Not to forget Cash & Carry, Nusa Dua, Be Dogon Art, Don Cuentas, and others, which mark the return of major international hubs featuring Sicily, Brazil, Spain, and Greece. After four editions organized by WSN, the gathering of trade shows demonstrates a lasting and effective cross-industry collaboration, proving that the collective strategy is successful for all these stakeholders. To further enhance the jewellery experience, Who's Next presents «Brillant,» a new jewellery offer featuring brands like Dularée and Be For B, as well as a unique retrospective exhibition on the flamboyant history of jewellery in celebration of the 150 years of BOCI. Specialized talks on the industry are also part of the program.



**INSPIRATION AND CRAFTSMANSHIP EXHIBITION
THE CREATOR JEWELRY BETWEEN 1960 AND 1990**

Architects, artists, fashion designers - jewellery is an essential accessory. Anything can be possible. The creators break the rules: gemstone setting is no longer limited to stones alone; metal mixes with feathers, embroidery, and resin; colors explode, and craftsmanship blends. Jewellery takes center stage. More than just an accessory, it becomes an essential element of the look. On the occasion of its 150th anniversary, BOCI has selected around thirty iconic pieces of jewelry from its unbridled and creative years. Beyond being a witness to the rise of jewellery between 1960 and 1990, the Bijorhca trade show has been one of its main drivers at the European and global levels.

IMPACT AND NEONYT PARIS

Established in 2019 to address the growing need for conscious and sustainable fashion, Impact, located at the entrance of Who's Next, continues to highlight brands eager to support the ecological transition through responsible production. It shines a necessary spotlight on fashion seeking meaning and an industry hungry for progress, as evidenced by a second partnership with the Berlin trade show Neonyt, known for curating eco-responsible brands. This partnership was inaugurated during the previous edition of Who's Next and will feature brands such as Joseffa, Whispr, and Flypryde in September. This collaborative vision also reflects WSN's desire to work collectively and form alliances with peers to build an engaged and meaningful business in line with its values from today onward.

THE SHOWP

TheShowp, formerly known as CXMP, is a platform that combines the elements of «show» and «shop» to create an omnichannel strategy. It will be officially launched in September. The platform has undergone a complete rebranding and offers a curated selection of products from top fashion, lingerie, sportswear, eyewear, and grocery brands, with a network of over 100,000 stores worldwide. Designed as a digital solution integrated with the physical experience, TheShowp aims to be a complementary tool to the trade show, extending the WSN experience and enabling brands to expand, prospect, and continue their dialogue and business throughout the year.

TRAFFIC

Alongside Impact, Traffic, the event dedicated to innovative solutions for brand and fashion retail development, will serve as a meeting point for brands and retailers looking to grow their business. The following participants will be present this year:

- Laurastar: Manufacturer and supplier of steamers.
- landing: Digital omnichannel promotion of fashion brands.
- Shop Concept: Retail architect.
- Apan Packaging: Provider of bags and packaging.
- La Fabrique: School and professional training.
- Greeny Bird: Consulting agency providing guidance to fashion brands on CSR and material sourcing.

BACK TO PARTY

Because Who's Next wouldn't be Who's Next without its moments of life and celebration, in September, at Porte de Versailles, the Indian summer extends into the night, and we already feel the urge to play hooky from school. From the exhibition stands to the dancefloor, there's just one step, and we're already celebrating thirty years of fashion, encounters, and collaborations. Expect electrifying parties, unforgettable DJ sets, and chance encounters that are always filled with emotions.



“Since its inception, WSN has aimed to create lasting memories in the midst of the ephemeral. Fashion, joy, music, and celebration have always been part of our DNA, and every season, we strive to create unique and joyful memories with our community. As we approach the 30th anniversary of WSN in 2024, this upcoming Who's Next event is already promising to be memorable.”

Frédéric Maus, CEO of WSN

BACK TO WSN

From September 2nd to 4th, WSN celebrates what has made its success for nearly thirty years, and invites you to join us at Porte de Versailles to counter the back-to-school blues. Join the ranks of Who's Next for three days of networking, dialogue, collaboration, and business under the banner of optimism, celebration, and reunions that will set the tone for the year ahead. Because the back-to-school season is a date that cannot be missed. See you in September at Who's Next.

Over 1,200 brands and exhibitors expected at Who's Next, Impact, traffic, Bijorhca & Neonyt Paris from 2 to 4 September 2023 at Paris - Porte de Versailles

42%
french brands

58%
international brands

Bijorhca
150 brands and suppliers

Impact
70 brands

Neonyt Paris
5 brands

Traffic
10 solutions

Who's Next
965 brands and exhibitors with
Ready-to-wear: 49%
Accessories: 51%



↓ **ACCESSORIES BREAKDOWN**

- 13% → JEWELLERY
- 12% → BAGS / LEATHER GOODS
- 10% → TEXTILE ACCESSORIES
- 10% → FOOTWEAR
- 2% → BEAUTY / WELL-BEING
- 2% → OTHER ACCESSORIES
- 2% → OTHER (SUPPLIERS AND SERVICE PROVIDERS / INSTITUTIONAL...)



Pup

CONTACT & SAVE THE DATE

SAVE THE DATES

WHO'S NEXT, IMPACT, NEONYT PARIS, BIJORHCA, TRAFFIC
FROM 2 TO 4 SEPTEMBER 2023 - PORTE DE VERSAILLES

PREMIERE CLASSE
FROM 29 SEPTEMBER TO 2 OCTOBER 2023 - JARDIN DES
TUILERIES

DRP
FROM 29 SEPTEMBER TO 1 OCTOBER 2023 - JARDIN DES
TUILERIES

WHO'S NEXT, IMPACT, NEONYT PARIS, BIJORHCA, TRAFFIC
SALON INTERNATIONAL DE LA LINGERIE & INTERFILIÈRE
PARIS
FROM 20 TO 22 JANUARY 2024 - PORTE DE VERSAILLES

CONTACT

PRESS CONTACT WSN AT 2E BUREAU
HUGO HOWLETT
+33 6 18 08 10 55
H.HOWLETT@2E-BUREAU.COM

ABOUT WSN - whosnext.com

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

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 presents fashion accessories along with a curated selection of ready-to-wear.

In June 2022, WSN launched DRP, a B2C festival and magazine dedicated to street culture.

Since July 2022, WSN has been organizing the SALON INTERNATIONAL DE LA LINGERIE, CURVE PARIS, and INTERFILIÈRE PARIS for EUROVET at Porte de Versailles, in January and July.

ABOUT BOCI

Since 1873, BOCI has been supporting and promoting companies in the jewellery sector in their development in France and Internationally. As a professional organization, BOCI brings together creators, fashion and fine jewellery brands, manufacturers and subcontractors. It represents these companies to public authorities, joint bodies, elected officials, and the media. In 1930, BOCI launched the first professional jewellery show, Bijorhca.



Caterpillar