

PREMIERE CLASSE, 35 YEARS OF SUPPORT FOR INTERNATIONAL CREATION

Premiere Classe goes all in for its 35th anniversary edition, one that promises to be memorable. The professional salon will once again pitch its tents in the Jardin des Tuileries during Paris Fashion Week, from the 1st to the 4th of March. For the first time, it will mix the very best of accessories and ready-to-wear with design's big players and newcomers. A time to celebrate three decades of festivities and encounters, maturity and strength, and above all an ever-increasing ambition to connect international creative communities.

“For the past 35 years Premiere Classe has been contributing to Paris Fashion Week’s international reach, showcasing houses with historic know-how as well as the new scene of accessories and ready-to-wear designers. For this edition we are launching MATTER and SHAPE alongside Premiere Classe, a new design salon seen through a fashion lens and bringing a new lifestyle vision to the leading international buyers.”

Frédéric Maus, CEO of WSN



350 accessories and ready-to-wear designers

Première Classe welcomes a curated selection of international designers committed to inspire, question and redefine fashion and the many cultures that surround it. Together under the Première Classe banner, they will once again take visitors from all over the world on an exciting journey through contemporary creation, driven by the same audacity and passion for the crafts that nurture the diversity of the sector.

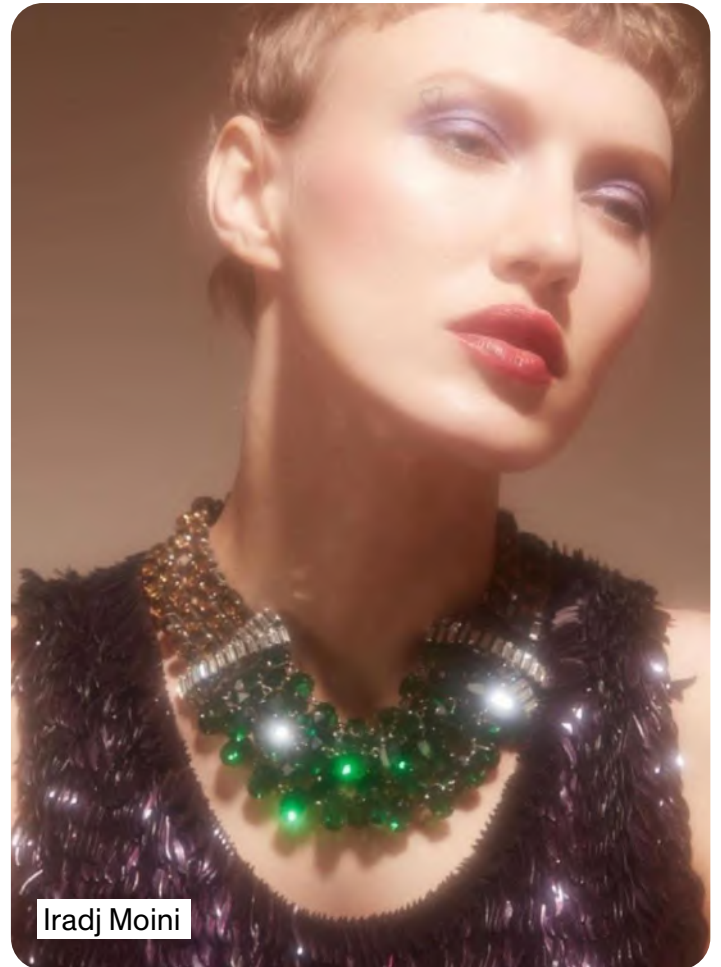
This season will welcome longstanding houses with a historic know-how that care to defend the transmission of exceptional craftsmanship. Among them, visitors will be able to discover Stephen Jones's eccentric hats, Rose Carmine's hand-knitted pieces, Nicholson & Nicholson's Japanese fabrics and Aris Geldis' precious jewelry, as well as Jack Gomme, Amambaih, Petra Domling, Irina Rasquinet, Misa Harada, Mii or Michino Paris.

In line with a Fashion Week positioning, accessories designer brands such as Judy Mazotti, Kapush Paris, Cuirasex, Zanchetti and Victoria Levisa will be mixed with ready-to-wear labels such as Valette Studio, La Prestic Ouiston or Vannina Vesperini.



Kapush

The Brut Icon space will welcome a new guard of designers challenging status-quo with radical, modern creations : Mon Comble's neo jewelry, PAT Studio's handbags, responsible jewelry by Fa2bro or Mussels and Muscles, and Pontet glasses, a family-run brand with a contemporary aesthetic.



Iradj Moini

A space dedicated to exceptional jewelry will showcase Iradj Moini's precious creations, Van Den Abeele's enamel pieces, graphic designs by Lopé or CUF and artisanal finery by Fotini Psarouli.

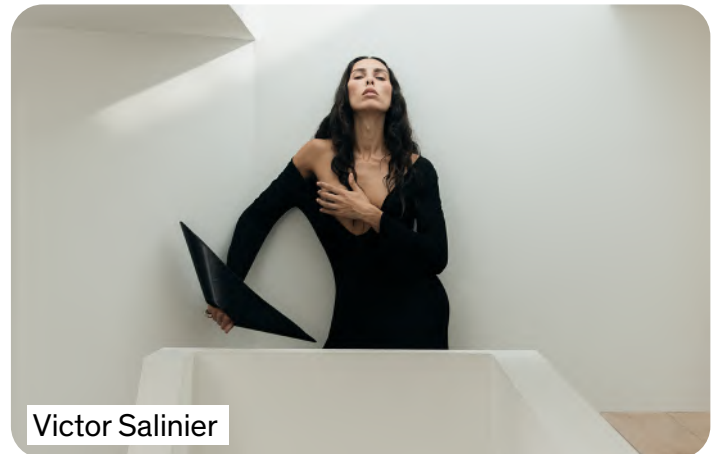
"For 35 years Première Classe has showcased a clever blend of passionate actors committed to a certain longevity, twisted with the ambitions of a new generation. This unique complementarity is cultivated with each edition. Under the creative eye of the Zyva collective who have designed this edition's scenography, Première Classe is infused with an explosive, ever-inspiring vision." **Sylvie Pourrat**, Director of WSN's offer

Scenography by Zyva Studio, graphic design by Golgotha

Architect and Zyva Studio's founder Anthony Authie worked hand in hand with the graphic design agency Golgotha to create a fantastic, colorful scenography, conceived as a journey through tomorrow's most sought-after looks. Visitors are in for a surreal experiment, in which a curious character will guide them through a poetic space where fashion's extravagance meets the codes of the street.

Premiere Classe and its partners mentor the creative vanguard

As a partner of the Hyères International Fashion, Photography and Accessories Festival, Premiere Classe renews its support for young designers by inviting Igor Dieryck, Gabrielle Huguenot, Christiane Schwambach and Victor Salinier, winners of the Festival's last edition, to exhibit their ready-to-wear and accessories creations. An opportunity for these young designers to meet with buyers before joining the salon as exhibitors in October 2024.



Victor Salinier

The young leather designers incubator Au-Delà du Cuir will also showcase an exhibition of fifteen young brands of accessories, interior design and sneakers. Premiere Classe is proud to work alongside these loyal partners committed to supporting the new creative generation.



Domestique



Marie-Bernadette WOEHRL

Clara Daguin and Domestique, winners of the Grand Prix de la Création de la Ville de Paris, will also benefit from the Premiere Classe mentoring alongside Veronika Wildgruber, winner of the 2023 Silmo d'Or award, and Marie-Bernadette Woehrl, winner of the Eyes on Talents x Premiere Classe Fashion Prize 2023.

Premiere Classe and ANDAM will blow their candles at Maxim's

As a sponsor of ANDAM, Premiere Classe will celebrate its 35th anniversary hand in hand with the fashion organization, during a party that will also kick-off this year's special edition. Buyers and exhibitors are invited at Maxim's for an evening of DJ sets and live music, celebrating two major players of the fashion world and their ongoing support for young designers.

EKIBEN, a fun and delicious food pop-up

To satisfy small cravings and big hunger, Premiere Classe will welcome the Ekiben by L.F.M. pop-up : a new take on the ready-to-eat bento with a packaging by Golgotha and a menu by French chef Chloé Charles.

MATTER and SHAPE, design's finest

As ready-to-wear and accessories have become mirrors of our contemporary lifestyles, WSN and Matthieu Pinet renew their commitment to connecting the creative industries and launch MATTER and SHAPE, a brand-new space dedicated to design. Visitors will have the opportunity to broaden their scope and take the pulse of a sector that is in constant dialogue with fashion. Under the artistic direction of Dan Thawley, MATTER and SHAPE will bring together the major design studios and the international vanguard in an intimate space conceived by Canadian designer Willo Perron (Perron Roettiner studio). The venue will include a café, a bookshop and a restaurant hosted by Paris culinary studio WE ARE ONA.

Brands to discover at MATTER and SHAPE :

Alessi (Italy) - Charlotte Chesnais (France) - Flos (Italy) - Griegst (Denmark) - La Romaine Editions (France) - Lobmeyr (Austria) - Delfina Delettrez (Italy) - PIN-UP Home (USA) - RDAI (France) - Rick Owens (France) - Sacai x Astier de Villatte (Japan x France) - Sophie Lou Jacobsen (USA) - Tolix (France) & more.



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. In March 2024, WSN will launch MATTER and SHAPE, a new kind of design salon around the new perspectives of contemporary design, through a cross-disciplinary approach. An invitation to explore today's design landscape, at the crossroads of industry and craft, creativity and commerce.

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