

**MATTER AND SHAPE IS A NEW DESIGN SALON IN THE HEART OF PARIS, THE FIRST OF ITS KIND, UNVEILED DURING PARIS FASHION WEEK IN THE JARDIN DES TUILERIES IN THE SPRING OF 2024.**



**MATTER**  
and **SHAPE** (2024)



MATTER and SHAPE is a business-focused design salon, and an open call to design companies, fashion houses, independent makers, raw material innovators and to show meaningful displays of product—from limited edition designs to full-scale production—available for immediate and short-lead deliveries worldwide.

MATTER and SHAPE invites exhibitors great and small to present exceptional projects and products in an elevated setting, celebrating the culture of global design today.

Taking a transversal approach to design in the 21st century, MATTER and SHAPE unites new perspectives from the establishment to emerging talents, across the disciplines of industrial and object design, interior design, fashion and the decorative arts.

Combining unique expressions of taste and aesthetics in a contemporary frame, MATTER and SHAPE is an invitation to buyers, architects, decorators, journalists, students and design enthusiasts to explore the landscape of design at the intersections of industry and craft, creativity and commerce.



Situated in the Tuileries gardens, MATTER and SHAPE takes place in a 3000sqm temporary space with a vaulted ceiling and transparent lateral walls, allowing natural light to flood the space. Featuring customised stands for up to 40 exhibitors, the salon includes common areas, amenities, a design bookstore and boutique, and a dedicated restaurant with table service for lunch and private dinner opportunities.

MATTER and SHAPE sets itself apart with a sinuous visitor experience of bright, minimal décor, reflecting a worldwide shift in our relationship with light and space.



Powered by WSN, Paris-based experts in the trade fair sector, MATTER and SHAPE benefits from 30-years experience in the world of events and a global infrastructure of over 10,000 buyers who travel to Paris Fashion Week every year.

Combined with the international network of the Milanese strategic consulting firm P:S and creative director Dan Thawley, MATTER and SHAPE will reach a diverse global and local audience.

In the following weeks and months, MATTER and SHAPE will be announcing the salon's evolving programme of exhibitors, events and opportunities to the press, including architectural, institutional and pedagogical collaborations in Paris and beyond.

MATTER and SHAPE was announced on Friday, October 20th, 2023 with an intimate lunch at Maison Rocher, a new private art space in the 3rd arrondissement of Paris, presided over by WSN managing director Frédéric Maus, MATTER and SHAPE director Matthieu Pinet and creative director Dan Thawley.

The first wave prospectus is now open for candidates worldwide, with first round consideration closing December 21st, 2023.

**About Matthieu Pinet**

MATTER and SHAPE director Matthieu Pinet is a graduate of L'Institut Français de la Mode in Paris, and began his career at the Salon du Prêt-à-Porter Paris. He was the co-founder of Icône, a Parisian communication agency specialised in the fashion and luxury sectors with clients including Kenzo, Chloé, Fondation Bettencourt Schueller, Nina Ricci, ESMOD, IFM and the Fédération de la Haute Couture de la Mode. In 2013, Matthieu created The Shape of the Season, an online fashion agglomerator, and its design affiliate, MATTER and SHAPE.

In 2017, he created Exposed Paris [www.exposedparis.com](http://www.exposedparis.com), an alternative space designed to support the Salon International de la Lingerie in its strategy to present the most creative brands on the market. In 2022, he was appointed director of the Salon International de la Lingerie, the leading event in the world for the lingerie industry.

In July 2023, the group WSN invited Matthieu to evolve his platform MATTER and SHAPE into a physical event to be presented for the first time in March 2024 during Paris Fashion Week in the Jardin des Tuileries.

**About Dan Thawley**

MATTER and SHAPE creative director Dan Thawley is an Australian born journalist and editor. After joining the cult Belgian magazine A Magazine Curated By in 2009, he became editor in chief in 2010, creating issues with Giambattista Valli, Rodarte, Stephen Jones, Iris van Herpen, Delfina Delettrez, Thom Browne, Alessandro Michele for Gucci, Eckhaus Latta, Simone Rocha, Kim Jones for Dior, Pierpaolo Piccioli for Valentino, Lucie and Luke Meier for Jil Sander, Grace Wales Bonner, Francesco Risso for Marni, Erdem, and Sacai.

A wider interest in architecture, design, fashion, photography and contemporary art has led to freelance contributions for international cultural titles including American Vogue, Architectural Digest, Business of Fashion, Financial Times, Vogue Italia, Document Journal, POP, Arena Homme +, T Magazine, Wallpaper\* and the Wall Street Journal.

After leaving his role at A Magazine Curated By in 2023, Thawley continues to consult with both emerging designers and established houses on

creative content and editorial projects. Past and present clients include Ann Demeulemeester, Byredo, Chanel, Chloé, Dior, Fendi, Givenchy, Gucci, Hermès, Maison Margiela, Loewe, Rabanne, Rimowa, Smythson, and The Row.

In 2023, he curated 'An Encounter With Charlotte Perriand', a design exhibition in conjunction with the Milanese carpet makers CC-Tapis and the estate of Charlotte Perriand at the Galerie Filles du Calvaire on the occasion of Paris Design Week.

**About WSN - [whosnext.com](http://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 INTERFILIERE PARIS for EUROVET at Porte de Versailles, in January and July.

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**Useful links:**

MATTER and SHAPE

site internet: [www.matterandshape.com](http://www.matterandshape.com)

Instagram: [@matterandshape](https://www.instagram.com/matterandshape)