



PRESS RELEASE

Paris, September 13th 2023

Premiere Classe

4 DAYS

from Friday Sept 29th
to Monday Oct 2nd 2023

Jardin des Tuileries



30.09 → 01.10
2023

DRP
JARDIN DES
TUILERIES

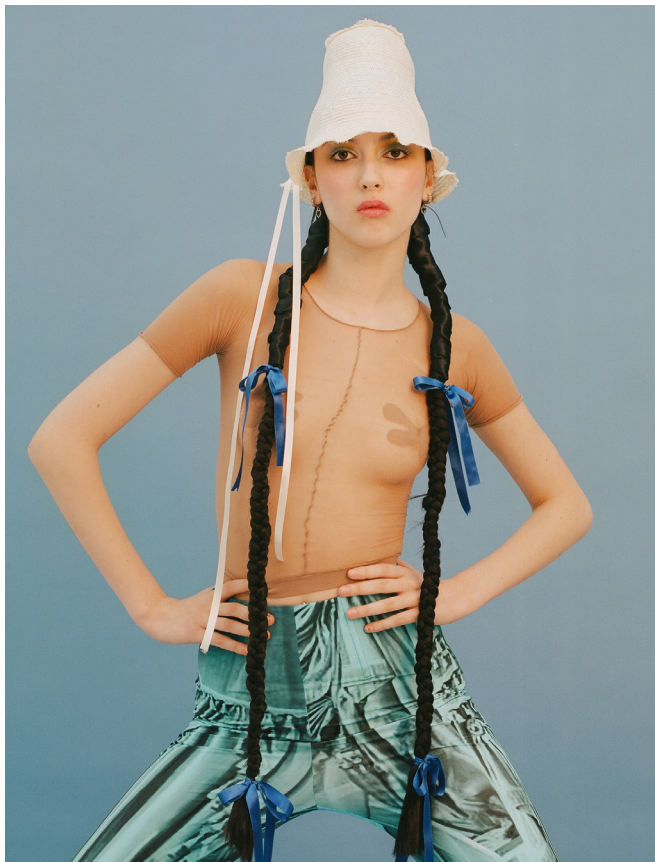
DRP

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FROM FRIDAY SEPT 29TH
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JARDIN DES TUILERIES

PREMIERE CLASSE, OCTOBER 2023



Blanc Hats

What is the fashion of the future? How does it influence society? What role do creators play? Since its inception, Premiere Classe has been questioning the very essence of fashion and strives to find answers from its greatest craftspeople: those who conceive it, those who imagine it, and those who create it. Amidst this creative and activist maze, we wipe the slate clean of the past to better reinvent ourselves every season, much like a fashion show. Between street couture and street culture, craftsmanship and innovation, Paris and beyond, Premiere Classe becomes the voice of a diverse, dynamic, and multifaceted fashion, returning in October for a one-of-a-kind edition. Fueled by the vibrant movement of DRP and an unprecedented artistic synergy, this unflinching momentum in the industry, which is also the largest business event in nearly 35 years, foretells a vibrant and jubilant edition.

A GIANT MOODBOARD IN THE HEART OF PARIS

“With nearly 350 brands represented, Premiere Classe boldly reaffirms its role as a pioneer and leader in the international accessory scene in a post-Covid recovery context that suggests a clear and promising future. These years of recovery have demonstrated that Premiere Classe is more essential than ever as a physical gathering place. It is a joyful and festive rendez-vous, which, through its format and community, is widely acclaimed by the entire industry”, states Frédéric Maus, CEO of WSN.

At the end of September 2023, Paris is the epicenter of the fashion world. Paris Fashion Week SS24 confirms its leading position with 67 fashion shows and the participation of 108 fashion houses. In between the timeless silhouettes of Concorde and the Louvre Museum, among tourists captivated by the City of Light, this new edition of Premiere Classe attracts all eyes and sparks the curiosity of visitors in search of new creeds and inspirations. In this community of minds, the illusion of borders fades in favor of a single profession: fashion, with creativity as its only horizon. This year, no less than 73% of international brands showcase their new collections to the knowing eyes of buyers from around the world. While Premiere Classe has been sold out for several weeks already, its renewed offer, expanded by 30%, provides a fresh and global view of this ever-evolving industry.

Backed by a carefully curated selection of ready-to-wear, accessories are everywhere, defying conventions in a dazzling optical illusion. This Op Art-inspired universe was created by the iconic Parisian agency Fakepaper and brought to life by PAF Atelier. There, an abstract and geometric scenography unleashes a new imaginary reality. Its motto is clear: discover exceptional pieces. Amidst this continuous exhibition of objects and creativity, the trompe-l'oeil decor merges with the tent's architecture, revealing the show from a new angle. Along the checkerboard or black & white striped aisles, Premiere Classe's repertoire of precious and unique items paints a vibrant picture of upcoming trends. Materials, shapes, and patterns blend in a juxtaposition of influences, like a patchwork of colors and sensations, celebrating craftsmanship, beauty, and imagination. Whether classic, iconoclastic, loud, or singular, accessories embrace Quiet Luxury, elevate cowboycore leather or go all-out, ultimately unveiling an augmented reality moodboard of contemporary creativity.



Deepa Gurnani

A REFRESHED, CONTEMPORARY OFFER

Under the two tents adorned with Premiere Classe's colors, nearly 350 brands and creators are expected, including around 50 that have been active for less than three years. Among the brands exhibiting, 30% of them are considered new, with the majority specializing in accessories (85%). In addition, Premiere Classe also features a ready-to-wear selection. The range of footwear remains unchanged, characterized by stylish and high-end pieces that cater to both workwear and eveningwear. Brands are reintroducing their timeless classics and elevating them to become trends. Fine jewelry also takes center stage in the Premiere Classe show, such as Precious Room by Muriel Piasser, returning for its 4th edition.

Several showrooms also set up shop at Premiere Classe during Fashion Week, inviting their international buyer community to join them. For example, Pintu (Indonesia) is coming back for a second round, so do Adélaïde (Italy) and Roche (France). This influential edition also sees the return of iconic houses that attest to Premiere Classe's status as the true highlight of the industry's calendar.

"The creative energy that has been infused into Who's Next and Premiere Classe in recent seasons is redefining the essence of these two institutions, their distinctiveness, and their audience, thus reaffirming the reliability and complementarity of these two essential industry gatherings", notes Sylvie Pourrat, Director of WSN's Offer.

"After the industry's stand-by period and in the context of a comprehensive overhaul of the trade show landscape, the enthusiasm surrounding Premiere Classe and Who's Next confirms the value of the work carried out by our teams to provide the best possible framework and the most suitable solutions for building today's and tomorrow's business. Identified as the meeting point where one can connect with key industry players, build bonds within the existing ecosystem, and explore the new dynamics of the industry, Premiere Classe and Who's Next have become a mandatory stop for professionals", says Frédéric Maus, CEO of WSN.

PARTNERSHIPS WITH KEY INDUSTRY PLAYERS

PREMIERE CLASSE X EYES ON TALENTS

This fashion and creative showcase couldn't shine so brightly without its partners. For this new edition, Premiere Classe once again highlights the new generation with the third installment of its «Fashion Prize» in collaboration with Eyes On Talents. Each year, this prize unveils tomorrow's talents through an open call for applications welcoming both French and international participants, addressing major themes related to the future of the industry and its growing influence on society. In this new creative forum, six finalists will be rewarded with a 6m2 booth at the March 2024 edition. This year also marks the inaugural edition of the «Design Prize,» reflecting Premiere Classe's desire to break free from a segmented view of fashion and to promote talent in all its sectors, including art, design, and even food. It is a multidisciplinary strategy that mirrors the versatile nature of the industry, profoundly influenced by a global trend towards lifestyle integration.



Calla Haynes



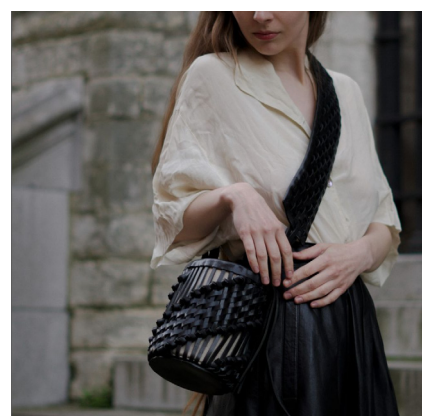
Hongjun Chen



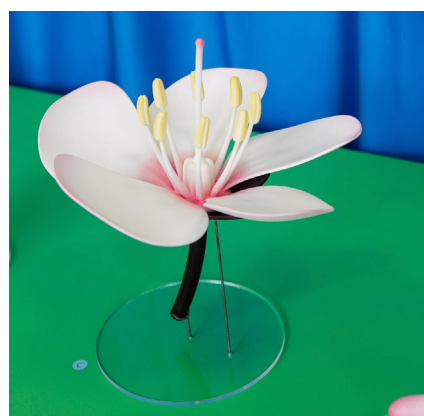
Marges Taï



Sage Dye



Marie Bernadette Moehrl



Alexis Foiny



Fanny Serouart



Sergio Silva



Johanna SeeJemmann



Shahar Livne

The International Festival of Fashion, Photography, and Accessories - Hyères

As Villa Noailles celebrates its centenary this year, the International Festival of Fashion, Photography, and Accessories in Hyères reaffirms its status as a favored partner and unveils its new cluster of talents on Premiere Classe through a two-part collaboration. Since last March, the finalists from Hyères have had the opportunity to benefit from mentoring by Premiere Classe before getting their own booth at the upcoming edition. This allows them to experience their first buying experience and gain unparalleled visibility among international buyers and distributors. Among the represented talents are Joshua Cannone (Cannone France), Grand Prix du Jury Accessories of the 37th edition, as well as the duo formed by Lola Mossino & Indra Eudarc, the winners of the Prix Hermès of Fashion Accessories.

ANDAM

As WSN has been sponsoring ANDAM for several years, the famous fashion awards will also be present at Premiere Classe and will unveil the eclectic and iconoclastic silhouettes of its latest laureates, including the iconic Belgian duo Ester Manas, the literary demiurge Louis Gabriel Nouchi, and the subversive innovator Arthur Avellano. Premiere Classe thus asserts its role as a talent incubator, which has been inherent to the event since its inception and which remains dear to its heart.



Joshua Cannone



Duran Lantink

ADC

The year 2023 also celebrates ADC's first decade within Premiere Classe, with the illustrious Olivier Saillard sponsoring this exceptional edition. Since its beginnings in 2012, Au Delà du Cuir has supported 92 brands in the industry, with 83% of them still in operation. This season, the association unveils a selection of designers as well as a glimpse of the original exhibition "Le théâtre des accessoires d'Au-delà du Cuir", which was presented last spring at La Samaritaine under the supervision of the fashion historian and artistic director.

Brut Icon

Because fashion is also a story of heritage, influence, and convergence, this edition of Premiere Classe has been conceived as a journey in motion, following the trends that are shaping today's creativity. After discovering the innovative and unique designs of the Hyères and ANDAM finalists, visitors can admire the gems of «Brut Icon» in the Tuileries tent. It's a space in which exceptional pieces and accessories are revealed, much like a fashion editorial. There, emerging brands both fascinate and intrigue with their bold and disruptive

Nelly Rodi

Finally, Nelly Rodi, the founder of the renowned agency and eponymous subsidiary, will be signing her next book Friday 29 September morning, on Premiere Classe.

collections, far from a consensus line, and pioneer new postures and aesthetics. This is typically what one could commonly call avant-garde. Among these leaders, designer Jeanne Friot is committed to rebuilding gender constructs through a radical, inclusive, and feminist approach that speaks to everyone. In the same spirit, visitors are then invited to explore the DRP tent and its new 360°-inspired territory.



The Atelier



Duran Lantink

DRP

PARISIAN HYPE'S NEW PLAYGROUND

Following a successful first edition at the Grand Palais Éphémère in June 2022, the street culture event welcomes all during Fashion Week for three days of artistic and urban inspiration, celebrating creativity in all its forms. As luxury and fashion seemingly flirt with pop idols - with Virgil Abloh, Pharrell Williams, and Rihanna leading the way - Premiere Classe embraces a trend that is already fundamentally reshaping the industry and setting the pace for its collections. On Friday, September 29, professionals with a PC badge will have the exclusive opportunity to discover DRP ahead of everyone else. On Saturday, September 30, and Sunday, October 1, the event will be open to the general public and free of charge through a special ticketing system.

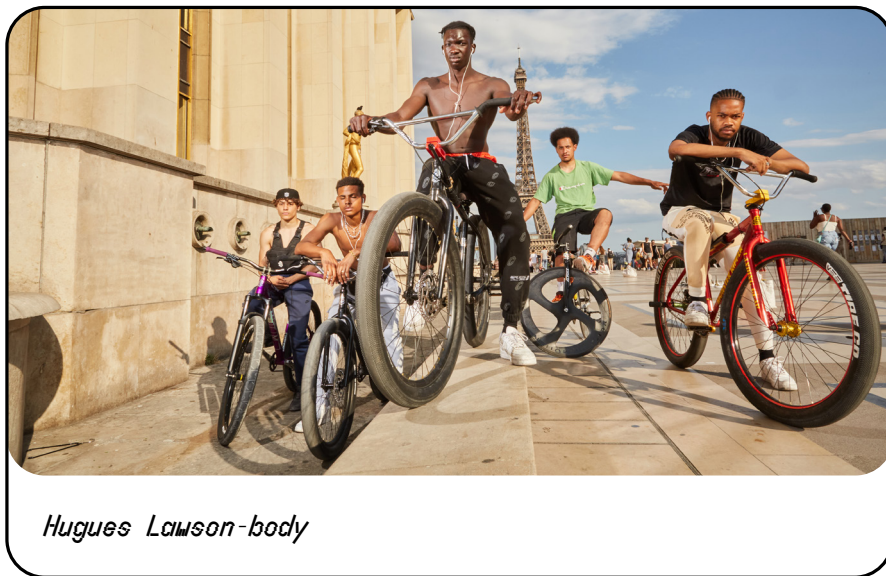


An intergenerational playground - from genre pioneers to today's kids - a temple of expression and celebration, DRP forms a link between Premiere Classe and the street, between the creators of a movement that has become mainstream and its inheritors. 3000 square meters of inspiration, artistic flow, and festivities are arranged to bring together enthusiasts and actors of street culture. An international skate competition, talks hosted by Konbini, a bookshop, and the launch of a rap-based fighting game called "Oktogone live contest by Monster" will animate this one-of-a-kind event.

"After the success of the DRP magazine, which has become one of the leading quarterly publications in drop culture and available in the best French stores, the festival aims at promoting this heritage and its codes through new creation. By bringing together these different communities and tribes at Premiere Classe, we aim to initiate an interdisciplinary dialogue and create new creative energies by exploring new territories", explains Boris Vey, Partnerships & Events Director at WSN.

These will be three days of vibrant programming featuring a selection of 50 brands & creators, including Fila, Christopher Lowma, Dutreuil, La Fameuse, Enyo, DDP, Sekkeizu, A3, and Vibram. As we celebrate the 50th anniversary of hip-hop, an exhibition offers an immersion into the history of the movement through collectible items, in collaboration with collector Herbby, photographers Jules Renault & Michel Haddi, and the ODBR gallery. For the occasion, a drop of 500 DRP T-shirts will also be printed on-site, not to mention a Cop & Custom space in partnership with 0-93 Lab & Red Star Lab and creative workshops to personalize the pieces found on-site.

Of course, you'll be able to enjoy DJ sets all day long with a lineup curated by Hotel Radio Paris, not to mention the big PC x DRP party on Friday night. On Saturday, Scène Homi TV, Maureen, Coelho, Jaïa Rose, Silkrack, and DJ Carla Genus will take over the turntables. On Sunday, freestyle artists, a choreographed runway show and an AR art walk titled «Star Hunting» by Céline Shen, artist and finalist of Hyères Festival's 35th edition, will help get you out of bed after a night as festive as it is short. Until then, keep the fire burning and see you at Premiere Classe in October.



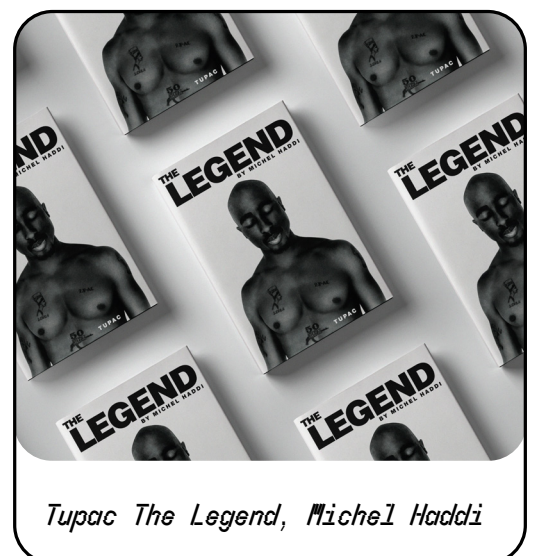
Hugues Lawson-body



Chazeau



Jaïa Rose



Tupac The Legend, Michel Haddi

CONTACT AND SAVE THE DATES

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 DRP - DRP-PARIS.COM

DRP in reference to "DROP", is the festival and magazine dedicated to street culture that brings together all communities and generations through the passions they have in common. Dropculture was first seen in 1985 with the arrival of the Jordan 1 pair of sneakers: initially sold for 65\$, one pair today can be sold for more than 50 000\$. Combining exclusivity and rarity, this phenomenon creates a real craze and today seduces all industries and brands. Launched in June 2022, the DRP festival is the annual rendezvous that celebrates urban culture in France through cutting-edge programming, unique and innovative experiences. An artistic and urban bustle over two festive days, of which the second edition will take place from the 2nd to the 3rd of September 2023 at Paris Expo Porte de Versailles.

SAVE THE DATES

PREMIERE CLASSE

FROM SEPTEMBER 29th TO OCTOBER 2nd 2023
& FROM MARCH 1st TO 4th 2024 -
JARDIN DES TUILERIES

DRP

FROM SEPTEMBER 29th TO OCTOBER 1st 2023 -
JARDIN DES TUILERIES

WHO'S NEXT, IMPACT, NEONYT PARIS, BIJORHCA, TRAFFIC, SALON INTERNATIONAL DE LA LINGERIE & INTERFILIÈRE PARIS

FROM JANUARY 20th TO 22th 2024 -
PORTE DE VERSAILLES

CONTACT

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