

RUN WOMENSWEAR SPRING/SUMMER 2025

24 SEPTEMBER - 02 OCTOBER 2024, PARIS

RUN is the new hybrid offering dedicated to emerging designers and brands for the production of their fashion shows, commercial showrooms, or aftershows.

Launched by WSN last June during Men's Fashion Week, RUN is expanding this September for Women's Fashion Week SS25 with the production of four fashion shows and a multi-brand showroom.

RUN will take place in a unique 2,300m² venue spread across two levels, located in the 17th arrondissement of Paris. It will support Niccolo Pasqualetti and Vautrait — both part of the official Paris Fashion Week calendar — Zimo, as well as an exclusive partnership with DFO International presenting 4 brands across ready-to-wear, footwear, and accessories: Consistence, Leje, Tender Society, and Vittorio Ventura.



24.09_
02.10.2024

43 Rue des Acacias
75017 Paris

Each event is exclusively accessible by personal invitation via the designers teams.

Save the date: Friday, 27 September – RUN aftershow

“Having collaborated last June for my client Prototype, we are delighted to continue our trusted partnership with RUN” says **Stéphanie Veuriot, CEO of Autrement PR.**

“For an emerging brand, whether French or international, Paris is and always will be the fashion capital. RUN is a solution to support designers in the production of their presentations, fashion shows, or showrooms on key Fashion Week dates. Our unwavering on-the-ground expertise is at their disposal, by pooling resources and managing the inherent logistical challenges of such events. RUN offers designers a space in the calendar, allowing them to delegate production tasks and focus on their craft to showcase their collections” **explains Frédéric Maus, CEO of WSN.**

RUN powered by WSN, du 24 septembre au 2 octobre 2024 - 75017, Paris.

Contact

PRESS CONTACT WSN AT HOWLETT - DUBAELE

HUGO HOWLETT

+33 6 18 08 10 55

HUGO@HOWLETTDUBAELE.COM

About WSN - whosnext.com

WSN Développement is the organiser of 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 and Neonyt Paris, the gathering for initiatives promoting ecological and social transitions, and TRAFFIC, the event focused on solutions and innovations for fashion brands and retailers.

Since May 2021, WSN has organised BIJORHCA for the BOCI alongside WHO'S NEXT. During Fashion Week in March and October, PREMIERE CLASSE presents fashion accessories alongside 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 organised the INTERNATIONAL LINGERIE SHOW, CURVE PARIS, and INTERFILIERE PARIS for EUROVET at Porte de Versailles, held in January and summer.

In March 2024, WSN launched MATTER and SHAPE, a new kind of design fair. This event reflects the fresh perspectives of contemporary design through a cross-disciplinary approach, inviting attendees to explore the current design landscape at the intersection of industry and craftsmanship, creativity and commerce.

Launched in June 2024, RUN is the new hybrid offering for emerging designers and brands to produce their fashion shows, commercial showrooms, or aftershows, led by Boris Vey and Geoffroy Lauzet at WSN.