

WSN MULTIPLIES ITS BUSINESS SOLUTIONS FOR BRANDS & RETAILERS

Since its acquisition by Comexposium, WSN has carried on with its strategy of diversification and business solutions provision, initiated in 2019 by its CEO, Frédéric Maus.

WSN was successful in developing its offers and activities throughout the year, participating in defining periods of the fashion ecosystem to provide concrete solutions to its professional partners in ready-to-wear, accessories, lingerie, and design.



Florie Berger

Run, a first step into men's fashion week

Already positioned during the Women's Fashion Week with Premiere Classe, **WSN is making its debut in Men's Fashion Week with RUN**, a new hybrid production offer that facilitates fashion shows, evening events, after-shows, and features an independent showroom space.

Keen to offer new business solutions to men's fashion major actors, **WSN is leveraging its event management expertise to provide a turnkey space in the 11th arrondissement of Paris for French and international emerging brands willing to showcase during the upcoming Paris Fashion Week.**



DRP invests in jakarta fashion & food festival

Since its creation in June 2022, **DRP festival and magazine fundamental principle stands on celebrating Culture in all its forms** and highlighting the plethora of talents that compose it. Authentic reflection of a rich and intergenerational cultural landscape, DRP brings life to unique, plural, and fully immersive experiences through its numerous events.

Subsequently, Jakarta Fashion & Food Festival (JF3) decided to **develop the DRP Jakarta event within its festival to offer a new fashion and cultural experience to its Indonesian audience.** From the **26th of July to the 4th of August**, DRP Jakarta will feature skate-boarding demonstrations, basketball games, concerts and street art performances. Alongside local labels, the Parisian pop-up store ©PTSF will host four French brands including ...

Ankorstore: your digital partner of choice

In March 2024, WSN, Comexposium, and Ankorstore—the leading European B2B platform connecting brands and independent retailers—formed a major partnership to combine the strengths of both physical and digital channels. This alliance provides tangible solutions for French and European brands and retailers.

At the upcoming Who's Next trade show, Ankorstore will host brands and retailers in a dedicated space where they can explore the full range of offerings. Additionally, around twenty fine food and lifestyle brands will be present to showcase their products and establish valuable connections with numerous buyers at the show.

This partnership offers brands advantageous business solutions that complement existing conditions, such as a 0% commission for the existing network, secure payment 15 days after delivery, an online store translated into multiple languages with adapted legal and pricing conditions, a 360-degree management tool, and access to competitive logistics solutions.

For retailers, Ankorstore provides a minimum order of €100 for the first order, free shipping on this first order, and payment terms of up to 60 days.

Choosing Who's Next and Ankorstore means opting for the best of both worlds—physical and digital.



Jeanne Lucas

Matter and Shape, a window on design and architecture

The first edition of MATTER and SHAPE in March 2024 honoured contemporary design through a prestigious selection of brands and partners during Paris Fashion Week. Initiated by **Matthieu Pinet from WSN and under the artistic direction of Dan Thawley**, this first edition welcomed more than **8,000 visitors over four days**, offering to the public an unprecedented panorama of perspectives, excellence, and innovation in the fields of architecture, design, and fashion.

By partnering with **Design Parade Hyères, an international design festival organised by villa Noailles**, MATTER and SHAPE promotes the young guard of the design industry and contributes to highlighting these French and international talents.

Following the success of this first edition, MATTER and SHAPE travelled to Milan Design Week 2024, featuring the poetically themed event Fire by Grau. MATTER and SHAPE will also curate Griests' archives exhibition at 3daysofdesign in Copenhagen. "Arje's World" will be inaugurated on 12th June and showcased until September. MATTER and SHAPE thus transcends the boundaries of traditional trade fairs to create a new model that catalyses and unites the fashion and design communities.



About WSN - whosnext.com

WSN is the organising company behind the Parisian trade shows destined to international fashion professionals, primarily brands and retailers. WHO'S NEXT fair, held in January and September, showcases ready-to-wear, accessories, beauty, and lifestyle alongside IMPACT, a gathering of initiatives promoting sustainable and solidar transition, and TRAFFIC, dedicated to solutions and innovations for fashion distributors and brands. Since May 2021, WSN has been organising 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 creators. In June 2022, WSN launched DRP, a B2C festival and magazine addressing street culture related themes.

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

In March 2024, WSN will launch MATTER and SHAPE, a new format of Design fair around the new perspectives of contemporary design, through a cross-disciplinary approach. An invitation to explore today's design landscape, where industry, craftsmanship, creativity and commercial dynamics intertwine.

Contact

WSN PRESS CONTACT AT HOWLETT - DUBAELE

HUGO HOWLETT

+33 6 18 08 10 55

HUGO@HOWLETTDUBAELE.COM

