

# FREAKS FROM DESIGNERS

## 20-22 JANUARY 24, PARIS - PORTE DE VERSAILLES

As all eyes will once again be on Paris for Fashion Week at the beginning of next year, Who's Next invites you to take off for: «Freaks From Designers», from **20 to 22 January 2024**. As always a creative meeting of the minds, the show's theme celebrates the beauty of fashion, the kind that makes us all so unique and brings us together around the passion that has united us for 30 years at the WSN fairs. Fashion freaks will be able to meet and share a unique experience in the other-worldly environment created by WSN. Head to Porte de Versailles to see fashion, accessories, beauty, lifestyle, fabrics and lingerie all come together in an electric atmosphere. Get ready for Who's Next, where you can discover the trends of tomorrow.



## FASHION IN EVERY DIMENSION

For 30 years, Who's Next has been the beating heart of the international fashion ecosystem. Who's Next brings together the voices of different generations of expertise, professions and creations. More than **1,400 brands** and suppliers are expected to attend Who's Next, and behind the scenes preparations for the show are well underway. At the heart of this creative extravaganza are the sector's key players - IMPACT, Neonyt Paris, Bijorhca, Traffic - once again putting the capital of fashion in the spotlight. To kick off the new year, Who's Next is moving back into **halls 4, 5 and 6**.

With the impact of a weakened digital ecosystem, the wholesale model continues to attract more and more brands seeking visibility on a larger scale. Who's Next, acting as the industry's benchmark, is renewing its support for brands with a consolidated buyers' service, a webinar hosted by the NellyRodi agency ahead of the show to provide information on new trends, and the introduction of a number of dedicated areas on location.

These tools reflect our determination to provide the best possible welcome to brands and boutiques, and to make their experience at Who's Next a moment of sharing in a festive atmosphere, enhanced by the musical vibes of Twerkistan on Saturday and La Sunday on Sunday.



Gertrude



Hemsley

On the international scene, Who's Next once again confirmed its presence, with **Italy, Spain, India, Greece and Turkey** in the Top 5 countries in attendance. The presence of more than **40 countries** at the show reflects the dynamism of a constantly evolving market. A time bubble, where buyers and exhibitors will meet in a retro-futuristic setting.

*«This year, WSN is focusing on helping brands and buyers prepare for the show. With a stronger buyers' team, we are implementing additional measures to enable them to spend some invaluable face-to-face time together, and to continue the exchanges after the show.*

*In a complicated market, Who's Next enables brands to meet buyers from all over the world and to develop or re-develop their wholesale channel,» says **Frédéric Maus, CEO of WSN.***

## FREAKS ACADEMY

Under the theme «Freaks From Designers», WSN is putting the winter 24/25 trends in the spotlight. Who's Next has invited students from fashion schools LISAA and ESMOD to reveal their inner Freaks through a creative project. The two institutions, training the fashion professionals of tomorrow, have embarked on the «Freaks Academy» experiment, creating silhouettes inspired by the show's theme. Of these, 15 will be brought to life in the form of an exhibition to be found at several locations throughout the show.

## IN TUNE WITH TRENDS

Today, fashion repeats, twists and reinvents itself.

We thus witness a new era for denim, which is making a remarkable comeback with the presence of leading brands such as Kaporal, Temps des Cerises, Lee Cooper and Salsa Jeans. We also notice the emergence of promising young designers such as M Rof, Belle & Bowie, Kassandre Paris, Matilda Headpieces, Yasss Handmade and Fleeters, with **new brands representing 30%** of the show's collection. The collaboration continues with Ulule and its projects to be unveiled at the show: Chambaret, My Name Is Gigi, Cocoon Paris, AS IKU, Maheyne.

The Fame area will feature a selection of cutting-edge, ultra-trendy brands such as Barbour, the colourful cashmere label CRUSH, and the Danish bohemian ready-to-wear brand Sissel Edelbo.



Red Legend

«After a number of seasons in which the shopping route was homogeneous and compact, we thought about recreating a logical customer path to highlight the true intentions and values of each space,» explains **Sylvie Pourrat, WSN Offer Director.**



Asportuguesas

## BIJORHCA

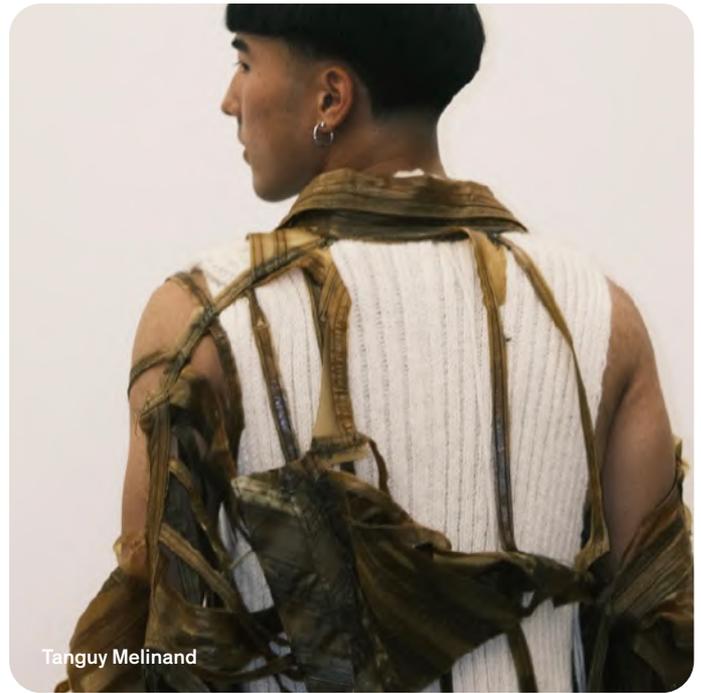
Bijorhca is a must-attend event for the jewellery industry, where expertise takes centre stage. Nearly **150 brands** and suppliers are expected in the three dedicated areas of Hall 4. On the fashion side, some promising new names are making their debut: Sonata, Apsara, Komplott, Amapietra, Draeger and Valentin & Valentine. Big names from the Watchmaking, Jewellery and Goldsmiths sector will also be present: Philippe Ferrandis, Canyon, Crezus and Satellite. The Elements area (raw materials and Cash & Carry) will feature international leaders CHQ, Schmuck Basar, Ariana Lapis and INDO GEMS. As part of this creative journey, Bijorhca is renewing the Brilliant experience, its jewellery sector returning with new brands: CF Goldundsilberschmiede, In Visible by Tiffany BÄHLER, Giulia losco...

The jewellery section continues to expand, with the creation of a business lounge to optimise networking in the space. An itinerary designed to showcase both events, with special activities and a dedicated scenography.



**IMPACT ET NEONYT PARIS**

IMPACT is highlighting brands in ecological transition that are moving towards responsible production. It's an initiative that goes beyond philosophy, with a tangible concept of events and discussion, with two forums on new brands and materials. FairTrade/Max Havelaar and Fairly Made experts will be on hand to answer questions from brands about their eco-responsible transformation. More activities on the topic will take place on the IMPACT area: Fairly Made will also be taking part in a masterclass on the French Anti-Waste and Circular Economy Act (loi AGECE), the brand Bilum will be running an upcycling workshop to make bags from the branded tarpaulins used at our previous events, and the association Fashion Green Hub will be hosting a podcast live from the event. The IMPACT initiative has been rethought for this year's event, with branded labels issued to exhibitors that are committed to the environment - not all of which are located in the IMPACT zone. On the other hand, French and international brands such as 1083, Kings of Indigo, Care by me, Meduse and KUYICHI will be found in the dedicated area. Other names not to be missed include Tanguy Mélinard, winner of the Texpertise Prize at the Dinan Fashion Festival, who will be representing this award for eco-responsible initiatives.



Tanguy Melinard

**THE SHOWP**

Since its opening in September 2021, The SHOWP platform continues to improve brands' experiences and relationships with WSN. With over **5,000 retailers** and concept stores already customers and **30,000 fashion** products available, The SHOWP offers a selection of items from the finest fashion, lingerie, sports, optical and grocery brands. The SHOWP is a valuable tool launched by WSN to maintain contact between brands and buyers throughout the year, to discover new brands or restock collections in between two editions of Who's Next.



Death Is Easy

## LE SALON INTERNATIONAL DE LA LINGERIE

**From 20 to 22 January 2024**, at Paris Porte de Versailles Hall 3, the Salon International de la Lingerie and Interfilère Paris are inviting buyers, brands, manufacturers and key players to celebrate this savoir-faire combining retrospectives and future visions. Nearly **250 brands** are expected at this year's show, with a complete range of lingerie, corsetry, activewear, loungewear, footwear, men's wear, swimwear and wellness products, including must-see brands such as Chantelle, Aubade Paris, Lise Charmel and Scandale Eco Lingerie.

With its modern DNA, Exposed showcases a selection of creative brands that reinterpret the codes of style, mixing young talent with established brands in an innovative and daring approach. An international vision of tomorrow's trends.

Interfilère Paris is breaking new ground by presenting a new Savoir-Faire area, designed by the expert eye of Pascal Gautrand to offer a fresh perspective on materials.

With **3 fashion shows** a day and a surprise evening to celebrate the trade show's **60th anniversary**, the Salon International de la Lingerie invites visitors to gather around highlights such as the Interfilère Paris materials forum and talks on textiles, innovation and lingerie consumption. Historic brands and young designers, a range of exceptional materials, conferences and fashion shows are at the heart of this unmissable event at Salon International de la Lingerie and Interfilère Paris.



### About WSN - [whosnext.com](https://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 INTERFILÈRE PARIS for EUROVET at Porte de Versailles, in January and July.

### Contact

WSN PRESS CONTACT AT 2E BUREAU  
HUGO HOWLETT  
+33 6 18 08 10 55  
[H.HOWLETT@2E-BUREAU.COM](mailto:H.HOWLETT@2E-BUREAU.COM)

