

PREMIERE CLASSE - FROM SATURDAY 28TH TO MONDAY 30TH SEPTEMBER 2024 CARROUSEL DU LOUVRE - PARIS

After a summer during which Paris became the centre of the world to celebrate sport and diversity, Premiere Classe will pass the torch to the Olympic flame and will exceptionally take place for 3 days at the Carrousel du Louvre, from Saturday 28th to Monday 30th September, during Paris Fashion Week.

With nearly 320 fashion accessory and ready-to-wear designers, including 22% new talent, Premiere Classe will recreate a Parisian garden within the Carrousel du Louvre, with scenography designed by Studio Costa Molinos.



Unwavering Support for the Emerging Scene

Premiere Classe continues its support for young creators through its longstanding partnerships with the Hyères Festival, ANDAM, and the Bureau of Design, Fashion and Craft Professions. The new wave of French and international talent will also be showcased in the BRUT ICON area, featuring a selection of 8 emerging brands.

ISABELLA RUDZI, MILAGROS PEREDA, PETITEA, LUNIER, THE FARRA, PONTET EYEWEAR, AMINA GALAL, LOHA VETE



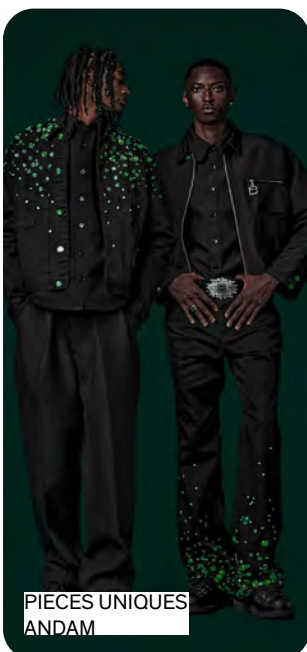
VICTOR SALINIER
FESTIVAL D'HYÈRES



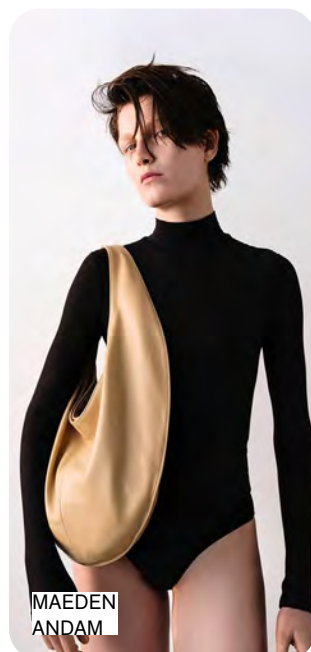
GABRIELLE HUGUENOT
FESTIVAL D'HYÈRES



CHRISTIANE SCHWAMBACH
FESTIVAL D'HYÈRES



PIECES UNIQUES
ANDAM



MAEDEN
ANDAM



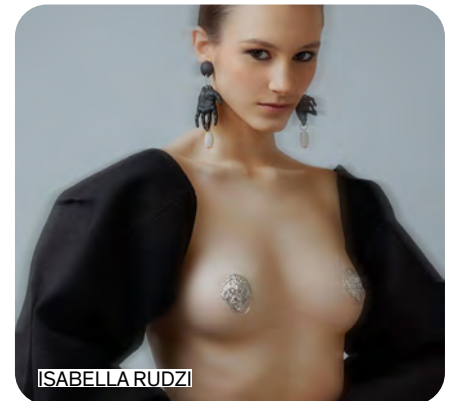
3. PARADIS
ANDAM



CHRISTOPHER ESBER
ANDAM

'Beyond the Noise'

During these three exciting days at the Carrousel du Louvre, buyers, brands, students, and fashion enthusiasts will gather in the "Beyond the Noise" area at the entrance of Premiere Classe, where they can enjoy a series of three inspiring talks each day at 10:30 am. Among the speakers, you will find milliner Stephen Jones, who will share his vision of fashion just days before the opening of the exhibition dedicated to him this autumn at the Palais Galliera, as well as representatives from CULTURED and Mixte magazines, and the social media platform Snapchat.



Premiere Classe x Mixte

Premiere Classe would not have been the essential event it is for the past 35 years without its aftershow. For this edition, Premiere Classe teams up with Mixte Magazine to celebrate fashion and nature with the launch of the latest issue of the magazine.

Join us at Le Bisou, the club at La Caserne, from 9 pm for an intoxicating line-up: NTWAN, Nadia Keira, Broodooramses, and Amina.

Le Bisou, 12 rue Philippe de Girard, by invitation only, 9 pm - 3 am



PETITEA



MILAGROS PEREDA



ESENSHEL



CAJAL



PONTET EYEWEAR



TAPIS NOIR

Contact

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À propos de WSN - whosnext.com

WSN Développement is the company that organises Parisian trade shows for international fashion professionals, mainly brands and distributors. WHO'S NEXT, held in January and September, showcases ready-to-wear, accessories, beauty, and lifestyle alongside IMPACT and Neonyt Paris, a gathering focused on ecological and socially responsible initiatives, and TRAFFIC, an event dedicated to solutions and innovations for fashion brands and distributors.

Since May 2021, WSN has managed the BIJORHCA trade show 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 managing the SALON INTERNATIONAL DE LA LINGERIE, CURVE PARIS, and INTERFILIÈRE PARIS for EUROVET at the Porte de Versailles, held in January and summer.

In March 2024, WSN is launching MATTER and SHAPE, a new kind of design show. This event will reflect new perspectives on contemporary design, with 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 platform dedicated to emerging designers and brands for producing their runway shows, commercial showrooms, or aftershows.