

WHO'S NEXT, IMPACT AND NEONYT PARIS, BIJORHCA, CURVE PARIS, INTERFILIÈRE PARIS. THE BACK-TO-SCHOOL EVENT WITH A 16% INCREASE IN VISITORS AND MORE THAN 1,200 BRANDS, MANUFACTURERS AND FASHION PARTNERS.



Who's Next blew out its 30th birthday candle under the banner of 'Bouncy Thirties' with a bang at this anniversary edition, bringing together IMPACT and NEONYT Paris, Bijorhca, Curve Paris, Exposed and Interfilière Paris, for three memorable days of creative effervescence and business. It was a vibrant celebration of passion and creative freedom, with independents, brands and retailers at the helm of an event where encounters serve the wholesale model. From Sunday 8 to Tuesday 10 September 2024, designers, buyers, suppliers, influencers, journalists, federations, schools and experts gathered at Porte de Versailles to share their vision of fashion, in an exhilarating atmosphere united by the quest for new opportunities.

“This anniversary edition confirmed Who’s Next’s leading position in the international creative landscape, combining creative synergies and innovative solutions, with a predominantly international ecosystem for the first time. For three days, a real outpouring of unifying energy drove the meetings between buyers and brands. The number of visitors, 51% international and 49% French, grew exponentially, with a 16% increase in overall visitors compared to September 2023. A plethora of buyers revitalised by the boom in concept stores, curious to discover new brands, with a particular focus on the world of accessories, which performed brilliantly. The result of an increasingly international and complementary curation, whose selection reflects the present and future dynamics of global creation, with an emphasis on lifestyle, sustainability and engaged communities.

We also celebrated our partnership with Ankorstore, merging the physical and the digital, while opening up new prospects for our exhibitors. This year’s show was marked by a number of strong collaborations, and enhanced support from the dedicated buyers’ service, which was able to promote brands and encourage exchanges after an intense year of new dynamics and enrichment of our commercial relations. A global vision of innovation, supported by inspiring talks and key partnerships, notably with the Fédération Française du Prêt-à-Porter Féminin.

For 30 years, Who’s Next has been much more than just a trade show: it’s a place where fashion comes alive, a place where brands come to Paris to be discovered and open up to the world. Visitors from all over the world have shown a growing enthusiasm for the young designers who are shaping the future of fashion.

Thirty years is a new youth, and the creative energy that drives our events continues to make Paris shine.”

Frédéric Maus, CEO of WSN



**Exhibitor figures Who's Next, IMPACT and NEONYT Paris,
Bijorhca, Curve Paris, Interfilère Paris**

1200

brands and
suppliers

33%

new brands,
suppliers and service
providers

32%

French

68%

international



Interfilère Paris Forum



The Sourcing section brought together:

160

wholesalers and
suppliers, 21% of
them new

105

Interfilère Paris
exhibitors

24

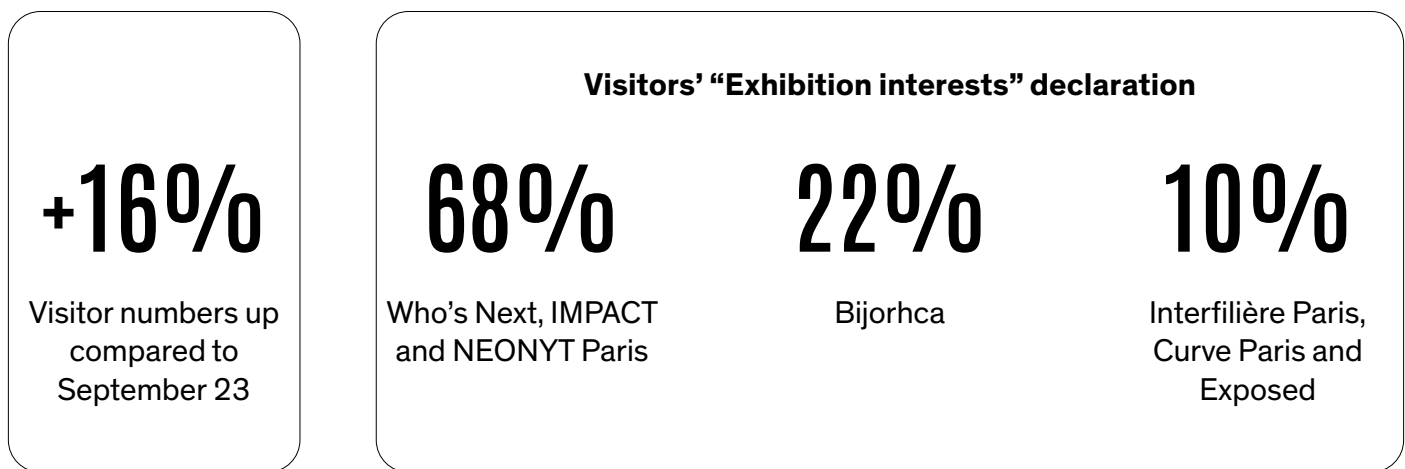
Elements suppliers
from Bijorhca

31

Textiles /
Accessories
manufacturers from
the From sector at
Who's Next

VISITORS figures over the 3 days for WHO'S NEXT, BIJORHCA, IMPACT and NEONYT Paris, INTERFILIÈRE PARIS, CURVE PARIS compared with September 23

Visitors flocked to Porte de Versailles in droves, marking a remarkable 16% increase on September 2023. Among them, 23% were discovering Who's Next, IMPACT and NEONYT Paris, BIJORHCA, Curve Paris and Interfilière Paris for the first time. With 49% of visitors from France and 51% from abroad, 136 countries were represented, reflecting the global appeal of the event, led by Italy, Spain and Belgium. Retailers and concept stores accounted for 54% of trade visitors.



49%

France

51%

international

136

countries
represented

23%

new visitors



Elexiay



ESMOD Exhibition

Top 10 countries outside France

- 5,73% → Italy
- 5,22% → Spain
- 4,25% → Belgium
- 3,25% → Germany
- 2,83% → United Kingdom
- 2,68% → Switzerland
- 2,42% → Netherlands
- 2,34% → USA
- 2,33% → Turkey
- 2,14% → Greece

Top 5 trade breakdown

- 54% → Retailers / Concept Store
- 9% → Manufacturer/Wholesaler/Importer
- 7,5% → Artisan
- 6% → E-commerce
- 4% → Department shops

Focus on Who's Next, IMPACT and NEONYT Paris representing 81% of the total offer in hall 7

971

brands and service providers

58

with the IMPACT and NEONYT Paris label

38%

French

62%

international

Top 5 international countries

- 15% → Italy
- 9% → Spain
- 5% → Greece
- 3% → Turkey
- 3% → India

"I find that the event improves year after year, stepping up in quality. It's a very interesting, pleasant, and well-organised experience."

Valérie Shepherd, owner of the concept store Emile & Suzanne in Lyon

"A palpable energy filled the halls of Porte de Versailles from the moment we opened, and it didn't fade during these three intense days. The accessory sector, in particular, experienced exceptional momentum across all the dedicated spaces. I'm delighted with the diversity and complementarity of the offer, perfectly aligned with buyers' expectations. The sharp curation this season captivated concept stores, and the connection between fashion and culture, embodied by LOUD, EXPOSED, and WHAT'S UP, resonated strongly. This edition reaffirms our ability to innovate and already prepares us for a promising next season."

Sylvie Pourrat, Head of Offer at WSN

"A very pleasant day that took us out of our usual routine at the concept store, so it was a great experience! Our favourite from this edition is the brand Welcome Bob."

Véronique Cheurlin, owner of Marguerite concept store in Lyon



Alma Gemelli

- 52% → Ready to Wear
- 46% → Fashion Accessories
- 2% → Service providers and institutions

Including Curve Paris, Resort / Swimwear & Exposed in Who's Next :
110 lingerie, beachwear, loungewear, activewear and resort ready-to-wear brands

Ready-to-wear delighted visitors with its diversity, capitalising on the renewal of an ever-more international selection, which represented 52% of the overall offering. New spaces dedicated to emerging and lifestyle brands, driven by communities with strong values, captured buyers' attention, marking this edition with unprecedented creative buzz. Paris, in full bloom, once again affirmed its status as the fashion capital, hosting brands from all over the world eager to be discovered and to take part in this exceptional momentum.

"What an incredible experience! This was our first time participating, a bit experimental at first, but we received so much love, beyond our expectations. Visitors were captivated, we received orders, and even clients from Japan and Hong Kong showed interest. This event created a bridge between people and business, with a holistic and fresh selection. All in a spontaneous and warm atmosphere. The team supported us wonderfully, and we're already excited for the next edition."

Beetroot – Deepika Lodha, Founder and Designer - PRIVATE

"For our third participation, we are increasingly satisfied. Every year, the event becomes better organised, and this time, we had the chance to meet new buyers, particularly from Asia and France. It's an event we return to in order to seize all the opportunities, and it never disappoints. European expansion is definitely underway for us."

Sac&co Jeans – Elena Batsa, Creative Director - TRENDY

*"With nearly 400 fashion professionals attending, about ten brands and experts featured across the four conferences of the Fédération Française du Prêt à Porter Féminin, 250 editions of *Flair* distributed in 3 days, and the official launch of the Diversity and Inclusion Charter in fashion in collaboration with Fatou Ndiaye: it's what we call a very successful edition for the Fédération Française du Prêt à Porter Féminin at the LOUD space in collaboration with Who's Next. We are*

happy to offer, for the first time, all the replays online on LinkedIn, while we await the next edition, which we hope will continue this dynamic."

Thibaut Ledunois, Director of Entrepreneurship at the Fédération Française du Prêt à Porter Féminin

"For this 16th edition, we felt a very positive atmosphere. Our clients were present, with a balance of visitors from France and abroad. The energy at the event was palpable, and the feedback is extremely encouraging, with promising business prospects. Some adjustments still need to be made, but we'll be ready for the next edition."

Sacrecœur – Julien Doliguez, Creator and CEO - FAME

"This was our first edition, and what satisfaction! The French market perfectly reflects our creative vision, and we are thrilled with how our pieces were showcased. The space, the diversity of offerings, everything exuded uniqueness. We made great contacts, particularly with the UK and the Netherlands, and this opening towards France and Belgium is pushing us to consider new opportunities. An event that served as a perfect showcase for our brand, where the coherence and diversity of the offer resonated perfectly with the 'French attitude.' We will happily return."

Front Street – Eduardo Giomi & Lidia Pavesi, Creative Directors - PRIVATE



In one of the most dynamic segments of this edition, the Fashion Accessories offer successfully engaged buyers and visitors. The footwear sector notably doubled its dedicated space, reaching 1,000 square metres and celebrated new exclusive collaborations. This renewed energy was also seen in the jewellery sector, whose performance continues to demonstrate strong growth season after season.

“This collaboration with Rokasanda created real excitement around our collection, and we’re delighted with the results. The exhibition broadened our audience, reaching a younger, more fashion-forward crowd. We had far more interaction than expected, mainly with French buyers. We plan to continue on this path, developing more premium and diverse offerings. Who’s Next played its part perfectly by highlighting our collaboration, and we look forward to continuing in this direction.”

FitFlop x Rokasanda – Guillaume Bardon, Key Account Manager France FitFlop

“We’d like to especially thank the Who’s Next ‘buyer’s team’ for their warm welcome, smiles, and the services provided, which made our visit more enjoyable.”

Edwige KUNTZ, owner of the multi-brand accessory store “Le 6è Sens”

“We had some concerns at the beginning, but this edition turned out to be a positive experience. With an already strong presence in France, we strengthened relationships with new international clients. Events like this are essential to maintaining momentum, and though the organisation is complex, it’s worth it. The diversity of the offer ensures every company finds value. It’s a key moment to combine traditional craftsmanship and human contact, and we are convinced that this will remain central to future exchanges.”

Chapeau – Luigi Tesi & Diletta Masi, Designer

“This first participation perfectly matched our expectations. We welcomed clients from Asia, particularly China, as well as various European

markets. The experience was positive. We attended to explore the Asian market, especially Japan and China, and the feedback was encouraging. Why not return for future editions to further these opportunities?”

CASHFANA – Esther Fabra, Lead Designer

“Our objectives were achieved, and we even met some promising new clients. The exhibition has become a prime moment to showcase our work and meet essential contacts. The selection was particularly interesting this year, and we were able to solidify several projects. It was our first participation since transitioning to Who’s Next, and the feedback has been extremely positive. Our clients now come with a more structured budget, ready to integrate new pieces into their collections.”

Campomaggi – Antonella Faedi, General Sales & Business Development Manager

“With your personalised approach, it feels like you’ve known us forever, and we really appreciate that!”

Carole Richard, owner of jewellery store Casadambre

“We’re thrilled! This first participation in Who’s Next exceeded our expectations. The buzz around the jewellery sector was palpable, with inspiring discussions and promising new contacts. We’re already expanding our client portfolio, and the momentum is fantastic.”

Melissa Seror, Designer at Sigal



Bimor

In the rise of the new wave of creative industries, the Ulule x Who's Next space once again showcased the boldness and innovation of emerging brands. Amid creative synergies and inspiring encounters, promising projects took off, like SODA Design, which is now eyeing international expansion.

"Participating in Who's Next allowed us to introduce our project and consider international expansion. The synergies between brands were incredible, opening up creative discussions and collaboration opportunities. The attention given to exhibitors and the quality of artistic direction were remarkable. This exhibition was a true source of inspiration and highlighted positive prospects for the future."

SODA Design – Marjory Houlbert, Designer - ULULE



SODA Design



In the Villa Beauté space, a tangible buzz filled the aisles, creating a space for exchange where innovation and well-being captured the attention of international buyers and brands eager about this first edition. A positive energy that promises a bright future for these young talents.

"This first edition exceeded our expectations. We attracted a dynamic audience with great interest in innovation and well-being. The encounters were highly varied, including the press and international representatives. 170 people tested our technology – a real success. The diversity of the offer broadened our audience, and we look forward to continuing to develop our beauty range."

Lucibel.Le Clotilde Juvin, Marketing & Communication Manager - VILLA BEAUTÉ

"For our first participation, the experience was very enriching. We made excellent contacts with our targeted audience and received good feedback on our products. The support from WSN made our adaptation easier and allowed us to validate our objectives. Interactions with other exhibitors were positive, and we can't wait to come back."

Tibatika – Samia Tilikete & Anissa, Co-fondatrices - VILLA BEAUTÉ

Who's Next x Ankorstore

"We are extremely proud of this first physical realisation of our partnership with Ankorstore at Who's Next. This partnership embodies our shared vision of reconciling physical and digital, offering an innovative omnichannel experience to our exhibitors and visitors. Ankorstore accelerated business opportunities during the exhibition, while also enhancing the lifestyle offer. Together, we are creating an enriching ecosystem for brands and retailers, truly accelerating growth within the creative landscape."

Frédéric Maus, CEO WSN

"We are delighted to be present for the first time at Who's Next, the key fashion exhibition in France. This perfectly reflects our shared commitment to supporting independent retailers by offering a comprehensive multichannel solution. Today, brands and retailers can benefit from the best Ankorstore tools both during the event and on our platform. Thus, we offer retailers who cannot attend Who's Next the same commercial offer via our Ankorstore platform."

Nicolas D'Audiffret, CEO Ankorstore



IMPACT and NEONYT Paris

This edition once again saw the IMPACT and NEONYT Paris space embody the beating heart of eco-consciousness within Who's Next. For the past five years, IMPACT has united a passionate community, and this year nearly 60 certified brands stood out with their innovations across all sectors of the exhibition. The talks and forums, true crossroads for innovative ideas, allowed engaged participants to meet, exchange, and draw inspiration. Together, they are shaping a sustainable fashion future driven by limitless creativity and a conscious outlook. This meeting continues to attract and amplify momentum towards a more responsible industry.

“Sustainability in the textile industry is no longer a choice but a necessity. In collaboration with the IMPACT initiative, NEONYT Paris selected nearly 60 responsible, forward-thinking fashion brands, offering a rich textile selection for international buyers interested in eco-friendly products. This partnership redefines sustainable fashion and promotes eco-friendly and socially responsible approaches. Together, IMPACT and NEONYT Paris offered the industry three days of innovation, commercial success, and a buzz of knowledge-sharing. We congratulate our trusted partner and Who's Next license holder on their 30th anniversary and thank them for their precious collaboration and commitment to sustainability in the global industry.”

Olaf Schmidt, Vice President Textiles & Textile Technologies Messe Frankfurt Exhibition GmbH



Forum IMPACT and NEONYT Paris

The Curve Paris, Resort, and Exposed spaces at Who's Next

The Curve Paris, Resort, and Exposed spaces at Who's Next brought together 110 brands to offer a unique selection, ranging from lingerie and beachwear to loungewear, activewear, and resort-ready fashion. Thanks to this partnership with Who's Next, bodywear brands were able to stand out. Labels such as Simone Pérèle and Aubade praised the Fashion-Lingerie mix, while young designers like Maïya Paris saw their participation crowned with success, securing international orders within the first few hours.

"Thank you for the guided tour and for showing us such beautiful brands! The exhibition is always important for us. Our favourites were Not just Pyjamas and Launil."

Asano Miyazaki, buyer for Isetan, a major Japanese department store, Paris office

"The idea of integrating lingerie into a fashion exhibition is a good one. We received many positive feedbacks on our new lines such as Story for shapewear, Love me in silk, with pieces to wear day or night like the black suit-inspired trousers with lace inlays, or the shirt and trousers in guipure lace, as well as our new Wedding line with a satin bodysuit embroidered on tulle to be worn 'in&out.'"

Simone Pérèle / Exposed

"It's a positive first initiative mixing Fashion and Lingerie. We presented Boîtes à Désir, a true draw for corsetry shops, ready-to-wear stores, and concept stores. We also displayed our new colourways from the second part of the summer collection (Chili, Pearl, Green, Sunshine...) and our collection of bodysuits, which can be worn as fashion pieces or lingerie."

Aubade / Exposed



Poolday



Fresh & Salt



Mahevni

“For our return to the exhibition, we are absolutely delighted. Today, we present ourselves as a true lifestyle brand. Our iconic blouson swimsuit made from ‘shiny’ fabrics remains the ultimate versatile fashion piece, perfect for the beach or the city. The purple colour and the new Biarritz style, enhanced with fluorescent finishes, were a huge hit.”

Albertine / Exposed

“This exhibition has opened up fantastic distribution opportunities for us. We were in the right place to meet the right people. Our plastic-free elastic material and ultra-comfortable products were well received by many buyers.”

The Koozy / Exposed

“Thank you for your warm welcome and your support throughout our endeavours.”

Delphine Schwetterle, Head of Strategy and Raw Materials Procurement for Wolf Lingerie

“This exhibition has given us new perspectives for expanding into new markets, with numerous meetings with buyers, distributors, and agents. The standout product at this edition was, without a doubt, our ‘nipple covers.’”

Nood New-York / Curve Paris



CamelLeone



Nood

“Organising an event that combines fashion and lingerie is a great idea. It has brought us more business opportunities. We are also very pleased with the evolving perception of international buyers towards the quality of Chinese brands. Attitudes are changing, allowing for recognition of the value for money of our products.”

Ubras / Curve Paris

“I find it to be a friendly exhibition, a real human experience with a coherent and interesting selection on offer.”

Alexandra Vaissière, owner of a lingerie and plus-size boutique in Adelaide, Australia

“Our first participation in this exhibition has been a real success. We couldn’t have wished for better, with numerous orders from lovely boutiques. Within the first few hours, we signed with a boutique in Saint Barth, the top location on our wishlist. We’re so pleased that buyers have embraced our concept of crochet swimsuits and dresses, hand-knitted in Portugal by retirees who now form a collective that I lead monthly over convivial lunches. Buyers appreciated the quality of our products, with lycra linings and our promise to stop the ‘sagging’ of crochet beachwear.”

Maiya Paris / Curve Paris

Focus on INTERFILIÈRE PARIS, representing 9% of the overall offering in Hall 7

105

suppliers and
service providers

25%

new additions

26% → Fabric Suppliers
22% → Manufacturers
19% → Accessory Suppliers
18% → Lace Suppliers
7,5% → Embroiderers
7,5% → Textile Designers

The Interfilière Paris area significantly contributed to the vibrant creative dynamics of this anniversary edition of Who's Next. With 105 suppliers present and 25% new offerings, this sourcing space successfully united synergies between fashion players, reinforcing its universal appeal and inspiring influence across all creative fields, beyond lingerie and intimate apparel. Promising and engaging collaborations, such as the forum in partnership with Coloro and its innovative solutions, enhanced the event with a colourful and inspiring installation. Between lace, embroidery, and innovative textiles, Interfilière Paris continues to assert its dominant position, offering a human-scale event that fosters meetings and innovation.



“Initially hesitant about this joint project, I am very pleased with this edition where synergy came to life. A fashion exhibition showcasing both upstream and downstream is a strength. The event facilitated inspiring human exchanges and opened doors to new opportunities. It was a positive show with great energy!”

Bugis / Interfilière Paris

“This was a positive show, with 99% international visitors on Sunday for presentations of new collections at our stand. On Monday and Tuesday, we met with our clients to work on new projects. Today, we’ve noticed that work cycles are lengthening, and it’s up to us to offer great flexibility and be proactive. That’s why we showcased collections for Summer 2025, Summer 2026, and Autumn/ Winter 2025/26.”

Rocle by Isabelle / Interfilière Paris

“This was our first Interfilière Paris exhibition, and we were eager to share our 130 years of expertise and innovation. We wanted to present our DNA and active strength as a manufacturer of materials, knitting, and garment making. We had some very high-quality contacts.”

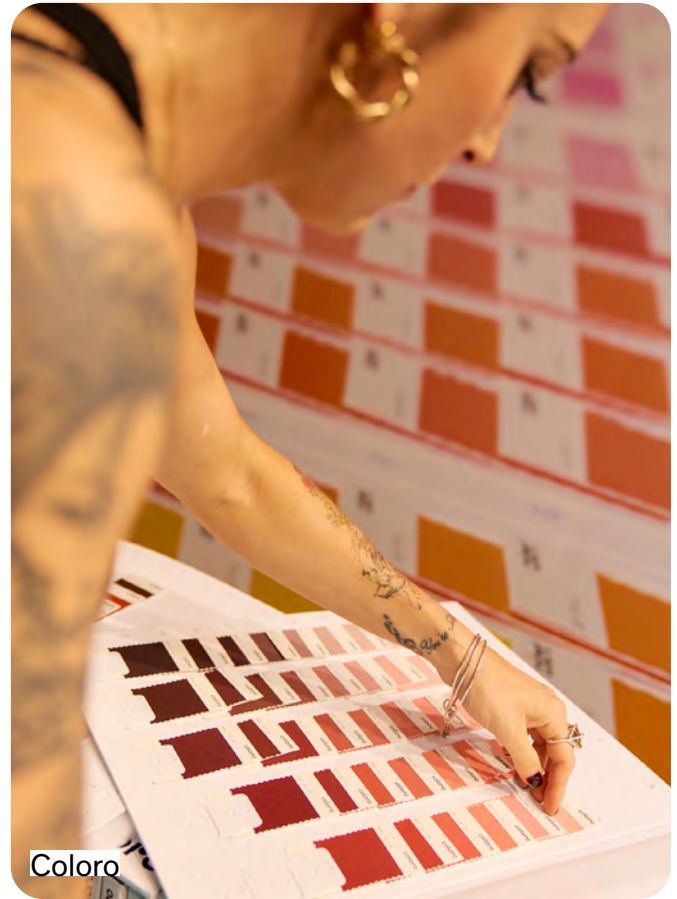
Petit Bateau Manufacturer / Interfilière Paris

“A very good show with a strong international attendance and high-quality encounters. The resurgence of embroidery is noticeable in upcoming collections. This edition brought a wave of optimism.”

Aput / Interfilière Paris



Jos Berry



Coloro

“We welcomed numerous buyers to our stand over the three days of the show.”

Tian Hai Lace / Interfilière Paris

“We met many buyers and found the show’s offering to be of high quality.”

Encajes / Interfilière Paris

“We are delighted with our first participation, which allowed us to present our concept of dormant stock to some fantastic French and European brands. Lingerie and ready-to-wear companies were very interested in our creative offer and the volumes available (from 3 to 12,000 metres).”

Feat Coop / Interfilière Paris

“A big positive surprise! A very lively show with plenty of exchanges!”

Jos Berry

“A beautiful collaboration for the creation of a striking piece showcasing the season’s colour palette. We are thrilled with this first partnership and our first exhibition at Interfilière Paris.”

Coloro / Interfilière Paris

Focus on BIJORHCA, representing 10% of the overall offering in Hall 7

114

brands and suppliers

79%

jewellery collections:
90 brands

21%

suppliers: 24
Elements exhibitors

25%

new additions

36%

French

64%

international

Top 5 international exhibitors :

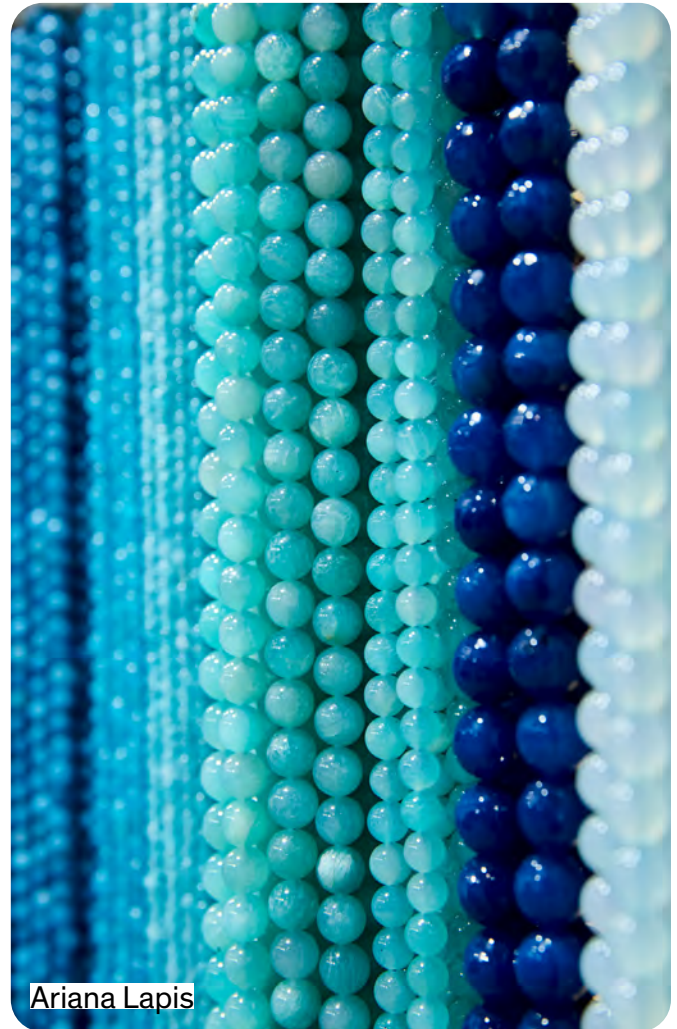
- 16% → Spain
- 12% → Greece
- 11% → Germany
- 4% → Brazil
- 4% → India



The Bijorhca space, alongside Who's Next, once again demonstrated its international dynamism and importance in the jewellery market. With 114 brands and suppliers, including 25% new additions, the diversity of collections, ranging from emerging designers to renowned brands, captivated both buyers and exhibitors, creating a true hub for commercial interaction, exchange, and creative inspiration. Enthusiastic feedback from exhibitors such as Tova and Effet Bijoux highlights the vitality of the sector, cementing Bijorhca's status as a must-visit destination for jewellery.

"With this new edition in September 2024, BIJORHCA confirms its essential presence in the international jewellery market. With 25% new brands, the show continues to grow its appeal. The presence of young designers and established brands ensures a wide variety of offerings and collections. The influx of buyers, both French and international, shows that concerns about the sporting events in Paris did not deter interest in BIJORHCA."

Valerie Dassa, President of the BOCI



Ariana Lapis



"It was our first time participating, and we were absolutely delighted. The welcome was warm, and we met an audience that complemented our brand, which helped us better understand the current trends in Europe. The event is on a human scale, and the exchanges were sincere and enriching. We gathered many promising leads, and the interaction with visitors was exceptional."

Tova – Michelle Alfonso, Creative Director

"I'm thrilled with this edition. We met many new clients, and compared to Maison et Objet, our turnover has doubled. The creative direction managed to attract a high-quality audience, mostly French buyers – around two-thirds of our contacts. This edition has opened up interesting opportunities, and we're excited to see how these new collaborations will materialise."

Effet Bijoux – Marion Cotte, Company Director

To celebrate its 30th anniversary, Who's Next brought together over 1,000 guests of all generations for an unforgettable evening at Club T7. With a show choreographed by Mariana Benenge, a vibrant tribute to diversity and inclusion, the stage came alive with the rhythms of waacking, ballroom, and hip-hop. The night was also marked by electrifying performances from Lala & ce and Le Juice, turning this celebration into an emotional and artistic journey that was both unique and unforgettable.



WHAT'S NEXT ?

18 - 20 JANUARY 2025 AT PARIS, PORTE DE VERSAILLES

WHO'S NEXT, IMPACT AND NEONYT PARIS, BIJORHCA, LE SALON INTERNATIONAL DE LA LINGERIE, INTERFILIÈRE PARIS

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About WSN - whosnext.com

WSN Développement is the organiser of 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, which focuses on eco-friendly and socially responsible initiatives, and TRAFFIC, an event dedicated to solutions and innovations for fashion distributors and brands. Since May 2021, WSN has managed BIJORHCA for the 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 also managed THE INTERNATIONAL LINGERIE SHOW, CURVE PARIS, and INTERFILIÈRE PARIS for EUROVET at Porte de Versailles, in both January and summer. In March 2024, WSN will launch MATTER and SHAPE, a new kind of design fair. This event will reflect new perspectives on contemporary design, with a cross-disciplinary approach that invites exploration of the current design landscape, blending industry with craftsmanship, creativity with commerce.