

POWERED BY USH - WHO'S NEXT,
IMPACT AND NEONYT PARIS, BIJORHCA

2025.01.18-20

PARIS - PORTE DE VERSAILLES

WHAT'S NEXT



WHAT'S NEXT FOR WHO'S NEXT?

FROM 18 TO 20 JANUARY 2025, PARIS, PORTE DE VERSAILLES - HALL 1

In 2025, from 18 to 20 January in Paris, Porte de Versailles, we will be laying the foundations for a new era. Striving for meaning at the service of the self-employed in the creative industries. A smart business ambition that respects shared values, a heart beating in unison with a collective intelligence, What's Next, the vibrant promise of a resolutely immersive experience.

After an amazing September edition that saw international visitors return en masse, with a 45% increase in foreign visitors, Who's Next returns for a unique event where sectors and inspirations converge to offer a unified and daring vision of tomorrow's creative landscape. Over three days, the whole fashion sector will be represented in Hall 1 by Who's Next, IMPACT and Neonyt Paris, Bijorhca, and in Hall 3 by the Salon International de la Lingerie alongside Interfilère Paris.

Back to Hall 1: a highly efficient itinerary for buyers with a clear breakdown by product category

«For this edition, the entire range - ready-to-wear, accessories and more – is available under one roof. Who's Next is the place where the players in our industry find business solutions, an invitation to create a complete range to meet buyers' needs and reveal a creative and complementary energy,» explains Sabine Bertolino, WSN Group Sales Director.



WHAT'S NEXT on WHO'S NEXT ?

Who's Next is announcing this year's AH25/26 collections, which combine colour and softness, with innovative go-to brands and freshly discovered young designers.

Who's Next is a veritable "anti-gloom" manifesto, with a host of trendy new brands on show in its aisles. CT Plage for ready-to-wear cashmere, Oats and Rice for accessories, Rose Carmine and its bold knitwear, Augusta the shoe for every city girl, Oilily and its cool, colourful, playful kids' spirit, the comeback of Juicy Couture and its famous girly-comfy peach skin, Degré 7 which transcends technical skiing with a "pop" version, and "Be Soap My Friend", the purist cocoon skincare par excellence.



New on Who's Next: Brut Icon

Brut Icon is Who's Next's editorial selection. This totally open space in the heart of Hall 1 is an opportunity for you to discover some twenty ultra-creative brands. These international favourites, with their strong pieces and unique expertise, offer a vibrantly colourful collection. At the crossroads between ready-to-wear and accessories, Brut Icon is the new destination on your Who's Next itinerary.



Denim takes centre stage at Who's Next in January

After making a comeback in January 2024, iconic, benchmark denim brands are confirming their commitment to wholesale development with a strengthened offering at this edition of Who's Next. Guess Jeans, Lee and Wrangler join the ranks of Kaporal, Salsa, Sac & Co and many others.



IMPACT AND NEONYT PARIS

For over 5 years, IMPACT and Neonyt Paris have been bringing people together for a unique fashion event, a place where every interaction opens up new perspectives.

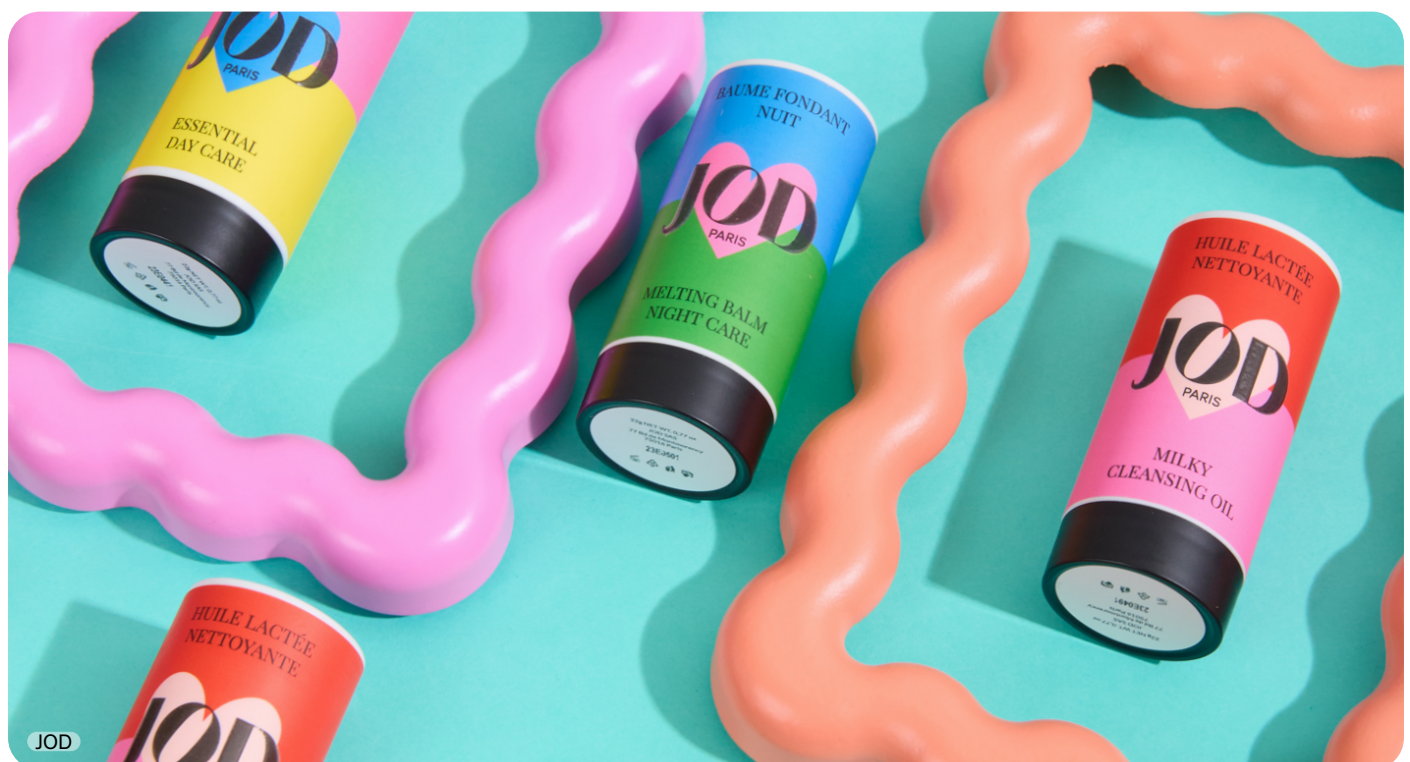
For this latest edition, IMPACT and Neonyt Paris are joining forces up with leading fashion media outlet The Good Goods. This inspiring destination is built around a forum of fashion pieces by Who's Next brands from the IMPACT and Neonyt Paris sustainable pathway and curated by The Good Goods, as well as a programme of engaging talks. Various names have already been announced, including Ramata Diallo, professor and consultant, Catherine Dauriac, president of Fashion Revolution France, and Charlotte Daudré-Vignier, designer of the Carbone4 brand.



WHAT ELSE SUR WHO'S NEXT?

Who's Next is much more than just a trade show; it is committed to creating a visitor experience that brings people together and immortalises each edition. Inspiring the market, bringing communities together, creating synergies between every player in the industry: it is this vocation to unite that brings us together.

In 2025, Who's Next begins a new era based on two main planks: wholesale business expertise and the societal and cultural dimension of fashion.



WSN Academy expertise solution makes its debut

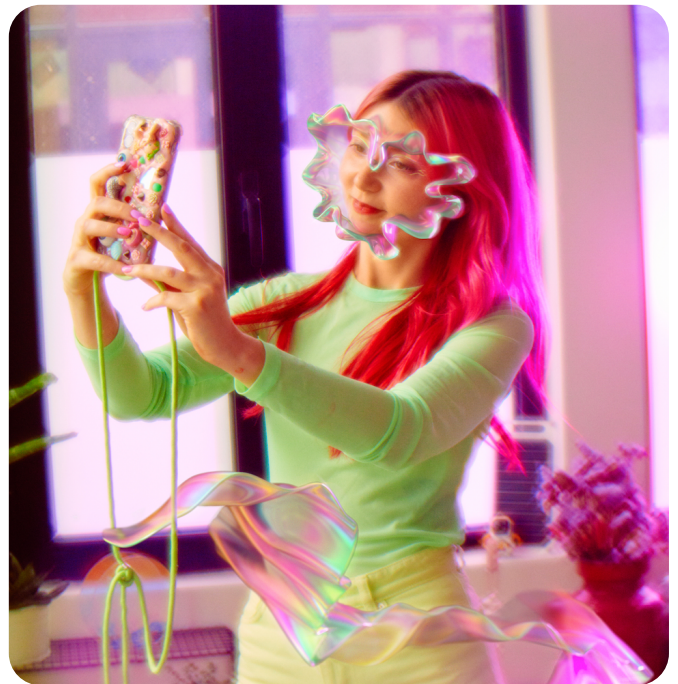
Within the framework of its support and business solutions strategy, WSN brings together experts from different fields and sectors under the WSN Academy banner to help brands and retailers with their development issues.

In the run-up to the event, exhibiting brands were able to take advantage of a series of webinars providing tangible answers to practical questions linked to the preparation of the Show.

In January, at Who's Next, the WSN Academy will be strategically positioned alongside the Buyers' Lounge to answer their questions about retail.

Visitors will be able to find inspiration, information and training in a variety of formats - talks, masterclasses, workshops and one-to-one meetings will be led by a panel of experts and organisations including the FFPAPF, FNH, DHL and ADC.

After the 3 days of Who's Next, the WSN Academy will be extending its turnkey online and face-to-face support, with activations at other events, online conferences and personalised coaching, to help everyone's business evolve with concrete approaches.



LOUD's cultural scene set to cause a stir

Launched last September, Loud embodies the cultural experience of Who's Next and examines the fashion **lifestyle**. With live shopping, book signings and podcasts, don't miss the programme of talks organised with media company S-quive.

If you're seeking an insight into the world of fashion, the talks here revolve around 3 main themes:

- **Inspiring testimonials:** «The life of a fashion designer in tune with the times» with Mickaël Carpin & «The life of a coveted entrepreneur» with Clarisse Castan
- **When societal trends influence the market:** «What is the future of designers in the face of AI?» with Tony Pinville & «Influence, literature and beauty» with Camille Yolaine
- **Culture at the service of image:** «Street photography at the heart of fashion» with Meyabe & «Grillz & hip-hop culture!» with Warren from Youth Grillz

As the sun goes down, Espace Loud goes into party mode on Saturday 18 and Sunday 19 January to celebrate What's Next.

A CONTINUOUSLY EVOLVING EVENT

Session after session, Who's Next undergoes a metamorphosis to keep up with market and consumer trends. In response to demand from concept stores, the show has broadened its offering, which is increasingly lifestyle-oriented, by introducing wellness and beauty areas and, through its partnership with Ankorstore, decoration and gourmet food brands.

With visitor numbers up 16% last September, the majority of visitors to the show are now international, with a greater diversity of shop and buyer profiles.

'In 2024, the WSN group has transformed its events, notably with the launch of Matter and Shape last March. On the eve of 2025, we're approaching the new year by accelerating these trends, with great prospects for development to be expected in the coming months.'

- Frédéric Maus, Managing Director of the WSN Group.



Who's Next, IMPACT and Neonyt Paris, Bijorhca - Hall 1

From Saturday 18 to Monday 20 January 2025, at Porte de Versailles, Paris 15ème

Opening hours: Saturday - Sunday: 9am-7pm & Monday: 9am-6pm

www.whosnext.com

GET YOUR BADGE:

[Click here](#)

Your badge also gives you access to the Salon International de la Lingerie et Interfilière Paris - Hall 3

WSN Press contact :

HOWLETT - DUBAELE
HUGO HOWLETT
hugo@howlettdubaele.com
+33 6 18 08 10 55

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 INTERFILIÈRE 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.