

# PREMIERE CLASSE CELEBRATES 35 YEARS OF CREATION IN PERPETUAL RENEWAL

From March 1st to 4th, Premiere Classe gathered 350 exhibitors and attracted 13,000 international visitors in the Tuileries garden, at the heart of Paris Fashion Week, for an ever more ambitious, surprising and successful edition. As this anniversary comes to an end, Premiere Classe is proud to announce results that once again testify to its role as a driving force for creation.



*“Premiere Classe is evolving at full speed. We have learnt a lot from this very satisfying edition, that demonstrated our continuous ability to launch successful projects and to put the spotlights on creation. With Matter and Shape we managed to arouse the curiosity of buyers and the whole Fashion Week ecosystem, creating moments of surprise with a new project that initiates cross-visits between the different sectors now represented at the salon. We are leaving with a new-found energy, full of ideas and new things to develop in order to surprise, and above all to defend all forms of creation.”*

**Frédéric Maus, CEO of WSN**

35 years after its creation, Premiere Classe continues to prove its longevity, carried by WSN's ambition to always push innovation forward. With 25% of new brands and designers, this edition was marked by renewal and the audacity to foster encounters between the heritage of institutional brands and the determination of young designers. Knowledge and experiences were shared to renew the strength of an evolving sector. Today more than ever Premiere Classe stands as a mentor for this extended family, attracting an increasingly sophisticated and diverse visitor base and allowing brands and designers to interact to keep the magic going.

*"Premiere Classe is my first salon and I am very satisfied. It's great to be able to meet other brands and initiate collaborations that couldn't have happened in another context. Being confronted to such a wide range of professionals also allowed me to better understand which market fits my creations."*

**Camille Moncombe,  
founder of Moncombe**

*"Premiere Classe is the only salon in France that matches our customer base. No other place offers such a range of contacts, with a jewellery sensitivity and a true sense of fashion. I believe a lot in brand-to-brand synergy : we work hand in hand, we introduce buyers to each other, we make the sector shine in a virtuous circle that only Premiere Classe enables."*

**Delphine Crech'Riou,  
founder of Van den Abeele**

*"Premiere Classe perfectly fits our criteria for store selection. The brand is very influential online so our challenge was to legitimise it at the salon, which attracts all the buyers' attention during Fashion Week. Being there really boosted our relations with the different markets."*

**Anthony Deshoux,  
sales representatives for Duke + Dexter  
at Showroom M**



Igor Diercyck, winner of the Festival de Hyères



Pontet Eyewear

# PREMIERE CLASSE KEY FIGURES:

**350 brands and fashion designers, including 25% of new brands.**

**13,000 visitors over 4 days, from 95 countries, including 20% of new countries. + 21% vs March 2023.**

**France / International breakdown**  
40% → french designers  
60% → international designers

**France/International breakdown**  
32% → French visitors  
68% → internationals visitors

**Top 5 foreign exhibitors countries**  
21% → Italy  
5% → Spain  
5% → United Kingdom  
4% → Germany  
4% → Japan

**Top 10 international visitors**  
11% → Italy  
6,54% → United States  
5,97% → Japan  
5,44% → Germany  
5,16% → Spain  
4,83% → United Kingdom  
4,51% → Switzerland  
4,47% → Belgium  
3,37% → North Korea  
3,05% → China

**Breakdown by Premiere Classe product category**  
22% → Jewellery  
22% → Bags and Leather goods  
20% → Textile accessories  
18% → Ready-to-wear  
15% → Shoes  
3% → Other accessories & Lifestyle

**Top 5 buying activities**  
36,86% → Multi-brand retailers / Concept Stores  
5,32% → Department Stores  
5,19% → Independent  
3,57% → E-commerce  
2,89% → Buying Offices



The cross-visits between Premiere Classe and Matter and Shape were key to the success of this March 2024 edition. The combined visitor numbers for the two events mark a **98,23% increase in traffic in the Tuileries garden compared with March 2023.**

## MATTER AND SHAPE, A CATALYST FOR CREATION

This season WSN introduced Matter and Shape alongside Premiere Classe, a place dedicated to international design's finest, both established and emerging. A major first in the history of Paris Fashion Week, this new rendez-vous established itself as a driving force of a creative sector where various disciplines now naturally intersect. With 33% of Matter and Shape visitors coming from Premiere Classe, a true lifestyle synergy operated under the Tuileries tents, carried by WSN's will to unite the international creative community within the fashion ecosystem, alongside partners such as Apartamento, Dom Perignon, Dreamin' Man, Jil Sander, OLDER Studio, P:S Creative Agency, Perfumer H, Perron-Roettinger, PIN-UP Magazine, Rare Books Paris, Space Caviar, We Are Ona and Zara Home.



## A PLACE FOR EXCHANGE AND SYNERGY

*"Today buyers don't only come to find products, they come to find a brand universe. The focus is shifting back to the essence of what Fashion Week has always been: a moment not dedicated to the selection of commercial products, but to design in its noblest sense. One that inspires and fosters partnerships, distribution and exclusivity."*

**Sylvie Pourrat,**  
**Director of WSN's offer**

*"Mixing fashion and design with Matter and Shape was a particularly relevant choice. It gave the concept-stores that distribute our products the opportunity to furnish their shops or develop their offers, at a human scale that allows everyone to be surprised and to build unexpected bridges."*

**Laury Aragues,**  
**founder of Suzie Winkle**

More than a commercial platform, Premiere Classe reaffirms its mission to inspire new models. This season allowed buyers and designers to exchange ideas and reflect together on how to reinforce their collaboration around new, innovative projects. An ever more surprising selection of accessories, ready-to-wear and jewellery that continues to draw the lines of international markets by offering inspiring, 360° universes, from the product to its environment.

*"The costume jewellery selection is increasingly relevant while remaining pretty affordable. You can find technical brands that always keep the focus on details that make a difference. The added bonus is that you can find more and more different styles. This allows us buyers to consider all of our department stores' customer base."*

**Pauline Turcon,**  
**Jewellery Buyer for Printemps**



*“The client base was particularly specific this season, and focused on high-range products. It’s very interesting to observe because it allows us to see where the budgets are in the different markets. That is one of the reasons why Premiere Classe is so important for us: we can meet with our loyal clients while facing up to the realities of the market and constantly challenge ourselves.”*

**Marie Laure Chamorel,  
jewellery designer**

*“We have been loyal to Premiere Classe for 25 years. This season really marked the return of the buyers after the health crisis. It’s nice to be a part of the excitement again, to meet our regular clients and the new ones, to start prospecting again and to notice the different movements in the market. Premiere Classe is a constant opportunity to reinvent ourselves.”*

**Francesco Bonamano et Giancarlo Ferrari,  
founders of Exquisite J**

**PREMIERE CLASSE AND ANDAM :  
35 YEARS OF INNOVATION**

To blow out their 35 candles and celebrate a fruitful partnership, Premiere Classe and ANDAM brought together their collaborators and friends for a grand night at Maxim’s. Buyers and designers of all generations were able to unite and celebrate the longevity of a tool that, over the years, has never ceased to challenge itself and to evolve at the pace of modern design. A celebration of our historic values of exchange, sharing and support that both Premiere Classe and ANDAM keep on carrying proudly.



Gabrielle Huguenot, winner of the Festival de Hyères



Brut Icon



Pat Studio

**ABOUT WSN** - whosnext.com

WSN Développement is the organising 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 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. In June 2022, WSN launched DRP, a B2C festival and magazine dedicated to street culture. Since July 2022, WSN has been organising the SALON INTERNATIONAL DE LA LINGERIE, CURVE PARIS, and INTERFILIÈRE PARIS for EUROVET at Porte de Versailles, in January and July.

In March 2024, WSN will launch MATTER and SHAPE, a new kind of design salon around the new perspectives of contemporary design, through a cross-disciplinary approach. An invitation to explore today's design landscape, at the crossroads of industry and craft, creativity and commerce.

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