



PRESS RELEASE

Paris, October 6 2023

4 DAYS

From Friday September 29
to October 2 2023

Paris, Jardin des Tuileries

Premiere Classe

PREMIERE CLASSE, FOUR DAYS OF EBULLIENT BUSINESS



Fashion is a movement, it cannot be said often enough. A state, an attitude, a vibe. A vibe for the here and now, and for times that have come and gone. At the height of Paris Fashion Week, as all eyes were set on the French capital, Premiere Classe showed once again that it was central to this movement. In the heart of Paris, in the Jardin des Tuileries, its three sun-drenched tents unveiled the best of the coming seasons' accessories, a selection of ready-to-wear designers and the DRP cultural festival, in a light and joyful atmosphere. This new edition of Premiere Classe was punctuated by cutting-edge, sunny collections, a curious and dynamic visitor base, and the bubbling flow of DRP and its super-stylish kids. Four days of creation, encounters and festivities, where the enthusiasm and vitality of an industry in the throes of metamorphosis, eager to create a sustainable business in its own image, was evident on all faces.

STREET & STYLE

Where else to celebrate creativity, other than in the capital of fashion? Professionals, influencers, young trendsetters and insiders gathered at the gates of the Jardin des Tuileries to welcome a new season of colourful fashion, with vibrant creations, flamboyant craftsmanship and innovative concepts. For four days, visitors wandered the aisles of Premiere Classe to discover the 350 brands on display, while taking the pulse of the industry. Three tents and a bright, clear and uncluttered scenography designed by Paf Atelier enabled enthusiasts to discover the many facets of accessories - shoes, jewellery, leather goods, etc. - as well as ready-to-wear. In all, no fewer than 105 countries were represented at Premiere Classe, 31% of them French and 69% international. Among the most repre-



Vanessa Arizaga

sented countries were Italy, Japan, the United States and Spain, closely followed by Germany, Belgium, the United Kingdom, Switzerland, South Korea and China. Visitor numbers are up 15.44% compared to October 2022 and up 6.78% compared to March 2023.

“Premiere Classe has maintained its historic position as leader and has established itself as the unmissable accessory destination. It’s here in Paris that it expresses itself, that it evolves, that it lives. This year’s show was a great success, reflecting a healthy business climate despite some difficulties in Europe and the United States, and marking the return of Asia as well as new players such as Australia. The success of Premiere Classe is an encouraging sign for all designers, who are witnessing the industry’s growing interest in accessories and are thus able to differentiate themselves from the behemoths that are luxury and fast-fashion brands”

Frédéric Maus, Managing Director of WSN

BRANDS AND DESIGNERS AT PREMIERE CLASSE :

350	
25%	30
are new	countries represented
Breakdown France/International	
35%	65%
France	International

Top 5 countries, excluding France		
22%	→	Italy
6%	→	Spain
5%	→	Japan
4%	→	United Kingdom
4%	→	United States

Breakdown of the Premiere Classe offering		
23%	→	bags & leather goods
23%	→	jewellery
19%	→	textile accessories
17%	→	ready-to-wear
17%	→	footwear
1%	→	other accessories

DRP Festival : 70 activations

VISITORS TO PREMIERE CLASSE:

+16% more visitors than in October 2022
+7% compared to March 2023
A total of 105 countries represented.

23 % of visitors said they were visiting Premiere Classe for the first time.

Types of buyers	
45%	→ Multi-brand retailers / Concept stores
7%	→ Department stores
4%	→ E-commerce
17%	→ Buying office

Breakdown France/International	
31% France	69% Internationals

Top 10 countries		
11%	→	Italy
8,30%	→	Japan
6%	→	United States
4,37%	→	Spain
4,49%	→	Germany
3,51%	→	Belgium
3,44%	→	United Kingdom
2,94%	→	Switzerland
2,62%	→	South Korea
2,20%	→	China

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Van Den abeele



A GLOBAL, POSITIVE AND LUMINOUS EDITION

In addition to loyal Premiere Classe insiders, 23% of visitors said they were discovering the show for the first time. The entire industry was in attendance, attracted by events such as the signing of Nelly Rodi's new book, founder of the famous Parisian agency and subsidiary. Multi-brand retailers, department stores, manufacturers, craftspeople, buying offices, not to mention the press, influencers and showrooms - Pintu (Indonesia), Adelaide (Italy) and Roche (France) - all turned up. All the brands praised the quality of the Premiere Classe audience, which included the world's best buyers and representatives of the finest boutiques. Founder Marie-la Schwarz of sustainable luxury brand Amambaih said:

"We are 100% happy. This edition of Fashion Week was a great success. We met an excellent clientele, with renowned boutiques from France, the United States and Japan. Our stand was never empty. Our brand is young and it was great to see that the public was receptive."

For Mariana Mendez, head of the Barcelona-based luxury brand of the same name, this year's show was a great success.

"I haven't done a show for fourteen years, but I'm very happy to be back. I've met up with old customers from Italy and Japan, as well as new ones from France, Switzerland and even Egypt. I already have a number of orders."

Venessa Arizaga, founder of the eponymous jewellery brand based in Puerto Rico, also confirms the joyful and healthy return:

"I haven't been here for seven years. It's great, it's good to see the Premiere Classe buyers again, as well as new prospects. It was a really fun show, the weather was glorious and everyone seemed happy to be together. For us, it really is one of the shows where we do the most business."



At the entrance to the Tuileries tent, the creator of Transparent Sunglasses, Margot Hogan, welcomed buyers with a smile as she presented her eyewear company, founded in 2020 and based in Texas, USA.

"I loved my Premiere Classe experience, I love my stand! I've met some incredible people and I've got a lot of follow-up work to do when I get home. It's the only worldwide show in Europe for which I will make the trip and where I can meet new customers who don't travel to New York or Miami."

The two American founders of Freya, whose handcrafted pieces are made in Ecuador according to a tradition dating back 3,000 years, also succeeded.

"This first experience on Premiere Classe was a test to meet a new European and international clientele. It went really well, it's really different from what we're used to in the US. We met new customers from France, but also from Greece and Italy. It's also really nice to be in Paris and see people looking so chic and dressed so well."



Lola Mossino x Indra Eudaric

For Domestique, winners of the Prix Accessoires de mode de la Création de la Ville de Paris 2023, this year marks a turning point in their international development:

“This edition was clearly the best of all our participations at Première Classe, and the new Marché Nouveau collection caused quite a stir! Starting with the Japanese boutiques and distributors, who showed real enthusiasm, as did the Koreans. The United States, Germany and Italy too. We were also able to open up new markets such as Sweden, which we’re delighted about! Première Classe has been our favourite show since Domestique began, and we haven’t missed a single edition since 2017.”

CONTEMPORARY CREATION AND BRUT ICONS

Contemporary creation was also on show, with designers from the Hyères International Fashion, Photography and Accessories Festival unveiling their new talent pool on Première Classe, including the remarkable Joshua Cannone (Cannone France), Grand Prix du Jury Accessoire of the 37th edition, and the duo formed by Lola Mossino & Indra Eudaric, winners of the Hermès Fashion Accessories Prize. Nathalie Dufour, director of Andam, came to admire the iconoclastic figures of its latest prize-winners, including the emblematic Belgian duo Ester Manas, the literature-loving designer Louis Gabriel Nouchi, and of course the dissident Arthur Avellano. Jeanne Friot was also on hand to link up with the DRP tent and its new 360° territory of inspiration.



Domestique



Pierre-François Valette

Designer Pierre-François Valette, who heads up his eponymous label that shows for Paris Fashion Week for Men, was also delighted with the Première Classe experience. Having worked for Saint Laurent and Isabel Marant, this young fashion insider confides:

“I learnt a lot here and I was able to test my creations with an eclectic public where I was able to connect as much with luxury shops focused on eco-responsibility as with a small beachside boutique. It was very interesting.”

Théo, head of the Alt jewellery brand, agrees:

“It was a great first edition. I’m very happy because the international buyers are there, and for the past year I’ve had a huge interest in Asia and I’ve managed to make some new Japanese contacts. I’ve also booked several boutiques, including department stores in Tokyo, Geneva and Noirmoutiers.”

For its first visit, the Asian footwear brand 4ccee also explains:

“We wanted to present our designs to French and European customers, so it’s a good match. It’s an advantage to be in the heart of Paris during Fashion Week, and we’ll be back.”

It was also a successful edition for Mariana Aguirre, from the Spanish brand Romualda:

“People are here to do business, everything is very fluid. Paris is definitely the nerve centre of the fashion industry.”

Room



DRP festival

THE DRP LABEL: FRIENDS & FAMILY

It was a winning bet for DRP, which brought together more than 800 professionals on Friday alone - a day dedicated to B2B. This temple of street culture brought together a total of nearly 6,500 people over 3 days, including Sarah Andelman (Colette), Nathalie Dufour (ANDAM) and numerous influencers such as the singular Escalope viande hâchée, but also Sarah Harouri and Lpee. Like Don't Believe The Hype ten years ago, DRP kept its promise: to create a bridge between Premiere Classe and young designers, to showcase street culture and its insiders, and to reconcile Fashion Week with independent brands and the public, who were able to enjoy a total experience as fashion insiders.

From sunrise to sunset, the DRP tent was alive with the sounds of live events, entertainment and happenings: talks by Konbini, auctions with Voggt, robotic choreography by artist Céline Shen and her dancers, and parties, such as the one led by the tireless Maureen who set the dancefloor alight. It was a 360° immersive and participatory experience, where lifestyle reigned supreme, and where you could experience it as a crew, on your own or with your family, trying out the plethora of workshops (nails, tattoos, etc.) that were never empty. DRP magazine brought its creative energy to the aisles of DRP, welcoming journalists, photographers, up-and-coming designers and aficionados of art and streetwear. Skateboarders also turned out in force for «Game of Skate», a brand new competition featuring world champion Aurélien Giraud and other big names in the profession. With its cool, close-knit community, DRP has established itself as the only street-culture event in Paris, uniting its community around an immersive, inclusive event. For next year, DRP think big. Stay tuned.

See you in March for the next edition of Premiere Classe, which will be celebrating its 35th anniversary.

CONTACT AND SAVE THE DATES

ABOUT WSN - WHO'S NEXT .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 INTERFILIÈRE PARIS for EUROVET at Porte de Versailles, in January and July.

SAVE THE DATES

WHO'S NEXT, IMPACT, NEONYT PARIS, BIJORHCA, TRAFFIC, SALON INTERNATIONAL DE LA LINGERIE & INTERFILIÈRE PARIS
FROM 20 TO 22 JANUARY 2024
PORTE DE VERSAILLES, PARIS

PREMIERE CLASSE
FROM 1 TO 4 MARCH 2024
& FROM 27 TO 30 SEPTEMBER 2024
JARDIN DES TUILERIES, PARIS

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