

3 DAYS OF EXCITEMENT AT THE CARROUSEL DU LOUVRE



Scenography *Studio Costa Molinos*

Wherever we are, creativity remains and illuminates our paths. For three days, Premiere Classe once again brought together the best of the creative industries for an exceptional edition within the walls of the Carrousel du Louvre, transforming this iconic venue into a true Parisian garden—a creative oasis, elegantly elaborated under the artistic direction of Studio Costa Molinos.

With 320 fashion accessory and ready-to-wear designers, 22% of whom were newcomers, this edition captured the essence of innovation and contemporary craftsmanship. Buyers, designers, and professionals from across the globe wandered the aisles of this iconic event, marking its renewed success at the heart of this momentous occasion for the industry.

A creative and human celebration, filled with shared smiles and fresh ideas that flowed through this unique space, reaffirming Premiere Classe's status as the business event of Paris Fashion Week.

“What makes Premiere Classe so powerful is its ability to unite its community, no matter where it takes place. We have moved to the heart of a legendary location in the history of fashion, while maintaining the energy and vitality of this event. This once again highlights the diverse perspectives of our show, which, more than just a physical location, is an unmissable gathering. For 35 years, Premiere Classe has continuously reinvented itself, creating synergies and attracting the best boutiques, concept stores, and international platforms. This show is a true catalyst for professional connections and a major event of Fashion Week, consistently bringing together creative minds from around the world. This edition, held in the heart of the Carrousel du Louvre, has once again confirmed that we are capable of gathering, no matter the venue, to create a crossroads of ideas, inspiration, and fruitful collaborations. Premiere Classe is a community that reunites, stronger each year.”

Frédéric Maus, CEO of WSN



Drogheria Crivellini



Souliers Martinez



Valette Studio

Focus on Premiere Classe Visitors

A growing interest in novelty once again attracted a diverse audience from all walks of life to Premiere Classe. The event welcomed an increasingly broad and enriched visitor base, with a majority of international representation. Over the course of three days, 9,564 visitors from 98 countries attended, 20% of whom were first-time attendees. Compared to the October 2023 edition, which ran for four days, this year's three-day event saw an 11% increase in daily visitors, based on the average number of attendees per day.

"I've been attending Premiere Classe for years, and it's one of my favourite shows. It's fantastic, especially for accessories, where you can always find something unique. Initially, I was concerned about the change of venue, but everything went brilliantly, with many exciting designers. I had no trouble placing orders. This show is perfect for finding the latest original pieces that will make your shop or website stand out." **Rhona Blades, founder of the UK concept store Jules B**



Visitor demographics:

36%

from France

64%

international

Top 10 countries (excluding France):

- 10.59% → Italy
- 6.67% → Japan
- 6.11% → USA
- 5.14% → Spain
- 4.90% → Germany
- 3.93% → Belgium
- 3.85% → United Kingdom
- 3.37% → Switzerland
- 2.81% → China
- 2.61% → South Korea



"I'm delighted to be here at the Carrousel du Louvre in Paris, one of the most beautiful cities in the world. Here, we work with so many talented designers that it would be impossible to name them all."
Margherita Rebbechi, buyer for the concept store Vela Massimo Rebecchi Viareggio, Italy

Top 5 buyer categories:

- 47% → Multi-brand retailers / Concept stores
- 7% → Department stores
- 6% → Independents
- 4% → Buying offices
- 4% → E-commerce

They Attended:

58m, ABM Garrice, Al Ostoura International Company, Al Tayer Group, Arty Dandy, B10CK, Baycrew's, Beams, Bergdorf Goodman, Bernardelli Stores, Biffi Boutique, Bloomingdale's, Comptoir 102, Deel'Oglio, Dolci Trame, Dover Street Market, Eraldo, Far East Company, Fenwick, Galeries Lafayette, Helmè, HP France, Il Cortile, Isetan, Le Bon Marché, Luisa via Roma, Marubeni, Merci, Nass Boutique, Neiman Marcus, Pia Pia, Place des Tendances, Printemps, Sidefame, Solis, Spodd, Tempel, Tomorrowland, Torregrossa, Twins Concept Store, United Arrows, Vela Massimo Rebecchi Concept Store, Victoire, Alvear, By Marie, Couverture & The Garbstore, Gravity Pop, Hankyu Department, KaDeWe, Rinascente, Takashimaya, Vakko...

"I focused on jewellery and I still love K.hand [with whom we already work]. I also discovered Petite A, a brand I really liked." **Maud Jacob, sourcing specialist at Alvear Group**



Crisopeya



Focus on Brands and Designers at Premiere Classe

Premiere Classe in numbers:

320

brands
and designers

22%

newcomers

37%

French designers

63%

international
designers



Lapano Shoes

Top 5 exhibiting countries (excluding France):

- 21% → Italy
- 7% → Spain
- 5% → Japan
- 3% → Germany
- 3% → USA

"This 5th edition has been a real commercial success, allowing us to expand our presence in American and Asian markets. The exchanges with other exhibitors were enriching, and we are delighted with the diversity of brands present."

Lanapo, Shoes

The creative scene at Premiere Classe continues to shine with a bold and varied offering. This edition brought together 320 brands and designers, 22% of which were newcomers, highlighting the event's ongoing significance as an essential showcase for discovering new talent. Among these designers, 37% were French, and 63% international, with a strong presence from Italy (21%), followed by Spain (7%), Japan (5%), Germany (3%), and the United States (3%). In terms of products, 82% of the offering focused on fashion accessories, while 18% featured ready-to-wear, reflecting the diversity and originality of the collections on display.

"This edition is a true creative mix & match. It's wonderful to see these collections. Jewellery, in particular, has experienced a revival with many captivating new pieces. Premiere Classe is more than just a trade show; it's a must-visit for networking and discoveries. It's art, a showcase in itself. These collections embody the trends and dynamics of our industries through an unparalleled international diversity—a spirit we have cultivated for 35 years, wherever we may be. The overall message is extremely positive, and we continue to nurture this unique artistic energy" **Sylvie Pourrat, Chief Strategic Officer at WSN**



Sy & Vie

"The location and visibility provided by this edition have been excellent, with orders from the very beginning of the show. We are very pleased with our positioning and the warm reception we received." **Sy & Vie, Bags / Leather Goods**

"Our first participation was a great success in terms of visibility and contacts. Premiere Classe remains an essential event for professionals in the global creative industry." **Steppe, Textile Accessories**

An exceptional selection brought together the best of international creativity, combining craftsmanship and innovation, where tradition and modernity are intertwined. This edition of Premiere Classe showcased brands and designers of rare elegance, offering an immersive experience through a diverse range of talents and visions, each bringing their unique touch to the global fashion scene.

"The edition attracted a high-quality international clientele, particularly from China, Japan, and Belgium. The organisation and atmosphere of the show were remarkable, creating enriching opportunities for our brand." **Van den Abeel, Jewellery**

"Exhibiting in Europe for the first time has been a fantastic experience, with an excellent reception of our collections. The exchanges with European buyers have strengthened our international presence." **The Farra, Ready-to-Wear**

Designers highlighted pieces ranging from shoes and jewellery to leather goods and textile accessories, showcasing fashion that expresses itself through the subtlety of detail.

“From the very first day, we received orders and met international buyers, which is incredible for a young brand. The show provided impeccable organisation and a cosy setting that facilitated exchanges.”

Félicie Eymard, Textile Accessories

“The creative energy shone throughout this edition, with a more united exhibitor community than ever. The diversity and coherence of the selection brought a beautiful dynamic to the event.”

Amambaih, Shoes

This September edition brought together designers from around the world, highlighting the unique international dimension of Premiere Classe. The cultural diversity and blending of styles infused the event with a unique energy, making this show a vital crossroads where ancestral craftsmanship meets global trends.

“This first participation confirmed our international positioning, with key contacts in Japan, Korea, and the United States. The beautiful scenography and efficient organisation made this edition a real success.” **Le Petit Pull, Ready-to-Wear**

“We appreciated the scenography and location, which showcased our creativity. International buyers, mainly European, showed great interest, making this edition very satisfying.” **Marianna Mendez, Bags / Leather Goods**

THE BRUT ICON SELECTION

At the heart of this edition, the BRUT ICON space once again showcased emerging talents, carefully selected for their boldness and unique vision. Isabella Rudzi, Milagros Pereda, PetiteA, Lunier, The Farra, Pontet Eyewear, Amina Galal, and Loha Vete stood out in this edition with collections imbued with freshness and creativity. This space, a true incubator for young talent, has become a meeting and exchange point for those shaping the future of fashion.

“Our first participation was highly successful, with numerous international contacts, particularly in Asia and the Middle East. The vibrant scenography and impeccable organisation perfectly highlighted our creations.” **PetiteA, Jewellery**



PetiteA

CROSSED PERSPECTIVES EXHIBITION

As part of the celebrations marking 60 years of friendship between France and China, the Crossed Perspectives exhibition offered a unique dialogue between these two great cultures. This encounter highlighted the work of two French designers, Mossi and Steven Passaro, who travelled several times to China to draw inspiration and collaborate with local artisans. Alongside Chinese designer Mia Li, they presented emblematic pieces that captivated the audience with their ethnic uniqueness and enchanting storytelling. More than just an exhibition, Crossed Perspectives embodied the continuity of artistic dialogue between these two nations, symbolising a lasting and essential creative bridge, thus strengthening the cultural collaboration between France and China.

Premiere Classe supports emerging talents

Premiere Classe continues to position itself as a key player in supporting young talents through strategic partnerships with prestigious institutions such as the International Festival of Fashion, Photography and Accessories in Hyères, ANDAM, and the Au-delà du Cuir incubator. This edition, marked by a strong presence of the young generation, is a testament to our unwavering commitment to the international creative scene.



THE HYÈRES FESTIVAL WINNERS

Since 1986, the International Festival of Fashion, Photography and Accessories in Hyères has highlighted emerging talent. This year, three winners of the 39th edition joined Premiere Classe's selection with their creations, blending art and design: Victor Salinier, Gabrielle Huguenot, and Christiane Schwambach.

THE ANDAM WINNERS

Since 1989, ANDAM has been a pillar in supporting young designers. At Premiere Classe, the winners of the Grand Prize and the Special Prize, including Christopher Esber, 3.Paradis, Pièces Uniques, and Maeden, showcased their collections in a scenographic exhibition space. Their work, both sophisticated and innovative, embodies the future of fashion with boldness and elegance.

PREMIERE CLASSE AND A.D.C.

As part of our commitment to fostering innovation, Premiere Classe continues its partnership with the Au-delà du Cuir incubator, dedicated to supporting young leather goods brands. This partnership provides emerging designers with essential support in developing their projects, offering increased visibility within the industry to help transform their creativity into commercial success.

COLLABORATION WITH EMERGENCE-LE MAGAZINE

The partnership with EMERGENCE-Le Magazine, launched by Francéclat, reflected our desire to support young entrepreneurs in the watchmaking, jewellery, and tableware sectors. This magazine highlights inspiring journeys and innovative initiatives, creating positive synergies between emerging brands and established players. Through its publications and events, EMERGENCE stimulates creative collaborations and promotes the harmonious growth of these prestigious industries, reinforcing our creative and institutional ecosystem.

Beyond the Noise – prestigious guests and inspiring talks

The Beyond the Noise space was designed as a place for reflection and sharing, where discussions shed light on the current dynamics of creation. Over three days at the Carrousel du Louvre, buyers, designers, students, and fashion enthusiasts attended conversations exploring emerging trends and future challenges in fashion.

Each morning, the Beyond the Noise space hosted three captivating discussions, offering participants the opportunity to hear influential industry figures share their vision for the future of fashion. These exchanges highlighted key themes of our time, from sustainability to the impact of new technologies on contemporary creation.

STEPHEN JONES: AN INSPIRING GUEST OF HONOUR

One of the highlights of this space was the exceptional presence of legendary British milliner Stephen Jones, who honoured us with his appearance ahead of the opening of the exhibition dedicated to him this autumn at the Palais Galliera. His talk, led by Ella Martin-Gachot from Cultured Magazine, captivated the audience, offering a unique insight into his creative universe and bold vision of fashion. For Premiere Classe, it was a true privilege to host such an iconic creator, reminding us that fashion is, above all, an art form.

TALK BY MIXTE MAGAZINE

In this discussion titled “State of Nature,” hosted by Mixte magazine, the speakers explored how young designers are redefining the relationship between fashion and the environment by reconnecting with craftsmanship and nature. Louise Marcaud and Lucas Bauer shared their innovative approaches, while Antoine Leclerc-Mougne moderated the conversation with a special sensitivity towards sustainability. This talk was a beautiful demonstration of how the new generation is shaping the future by integrating responsible practices and deeper reflection on the very essence of creation.

SNAPCHAT AND THE REVOLUTION OF IMMERSIVE ADVERTISING

Technology was also in the spotlight with a talk hosted by Snapchat France on the impact of immersive technologies, such as augmented reality, in the fashion industry. Aïssatou Diallo (Industry Lead) and Alexandre Sanou (Creative Lead) unveiled how Snapchat is revolutionising the way brands interact with their audience through interactive advertisements. This discussion revealed exciting perspectives on the future of digital marketing and how fashion can leverage these innovations to create more immersive and engaging experiences.



Talk Stephen Jones

An electrifying after-show in collaboration with Mixte magazine

Premiere Classe wouldn't be the unmissable event it has been for the past 35 years without its legendary after-show, a celebration that extends the magic of the day in an electrifying atmosphere. This year, Premiere Classe teamed up with Mixte magazine for an unforgettable evening, celebrating fashion and nature through the launch of the latest issue of the magazine. From 9 pm, the night kicked off with captivating musical performances, where the rhythms of Nadia Keira, Broodooramases, and Amina set the Bisou, a vibrant venue in the capital, alight.



After three days of excitement, Premiere Classe continues to shine as an unmissable event for key players in international design. This edition has once again demonstrated the relevance and influence of this trade fair, bringing together creators, buyers, and professionals from around the world in a conclusive environment to discover and lead professional interactions. Through impactful collaborations, inspiring talks, and its unwavering support for emerging talent, Premiere Classe celebrates fashion in all its forms and paves the way for a new generation of bold designers.

Save the date

PREMIERE CLASSE FROM 7TH TO 10TH MARCH 2025 IN PARIS.

Contact

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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 INTERFILIERE 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.

