

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

AN UNMISSABLE EVENT FOR 40K VISITORS & 1800 BRANDS, MANUFACTURERS AND FASHION PARTNERS

A major gathering of the creative industries, WSN brought together Who's Next, IMPACT, Neonyt Paris, Bijorhca, le Salon International de la Lingerie and Interfilière Paris for a 3-day star-studded journey of creativity and business. Buyers and brands from all over the world came together to celebrate fashion in an atmosphere that was more innovative than ever. Driven by a strong theme that was reflected in a spatial scenography that took visitors into a new dimension, Fashion freaks were at Porte de Versailles from 20 to 22 January 2024 to witness the diversity of the offer and the strong comeback of the international market, encouraged by the arrival of new brands in various sectors looking for wholesale opportunities.



Diega

“Through this unique event, which brings together lingerie, accessories and the various ready-to-wear sectors, we are offering a real solution on the market to international buyers who are feeling the full force of this complicated period. We’re succeeding in bringing the industry together and increasing the number of exchanges in a difficult period, as well as finding new customers. Our international visitor base has grown, and the momentum, particularly in the accessories sector, is excellent. Hundreds of thousands of orders were placed at the show, reflecting an industry that is adapting to change. We’re also seeing a real revival of interest in wholesale, with a growing number of visitors. It was a dynamic year for Bijorhca and for accessories, with 30% of new brands happy to see such a wide range on offer. These are high points that mark the uniqueness of WSN. For our next edition, we will be adapting to the Olympic Games season by testing a weekday format, in a single hall, for a very fine 30th anniversary edition.”

Frédéric Maus, CEO de WSN

VISITOR FOCUS: ZOOM ON THE 3-DAY VISITORSHIP

**40k visitors from
131 countries**

51%
French visitors

49%
international visitors

24,5%
first-time visitors

TOP 5 COUNTRIES outside France

5,41% → Belgium
5,30% → Italy
4,54% → Spain
3,29% → United Kingdom
3,27% → Germany

Visitors' cross-offer itinerary :

20,5% → of visitors to Who's Next, IMPACT, Neonyt Paris, Traffic and Bijorhca went on to visit Salon International de la Lingerie & Interfilère Paris

35,8% → of visitors to the Salon International de la Lingerie & Interfilère Paris went to visit Who's Next, IMPACT, Neonyt Paris, Traffic, Bijorhca

SIGNIFICANT RETURN COMPARED TO JANUARY 2023 :

+ 48,15% → Australia
+ 24,17% → Canada
+ 223,40% → China
+ 36,70% → South Korea
+ 36,54% → Hong Kong
+ 22,81% → Japan
+ 38,10% → Tunisia

Visitors' top professions :

52% → Retailers / concept stores / department stores
8,5% → Manufacturers / Wholesalers / Importers
6,3 % → Craftsmen
5,1% → e-commerce

Visitors said they were most interested in :

59% → Who's Next, IMPACT, Neonyt Paris, Traffic
17% → Bijorhca
17% → Salon International de la Lingerie
7% → Interfilère Paris

Visitors flocked to the 4 halls of Porte de Versailles, with 24.43% of them visiting Who's Next, IMPACT, Bijorhca, Neonyt Paris and Traffic for the first time. On the international front, the figures show a real interest in the show around the world, with an increase in visitors from China, Australia, Japan, South Korea and Canada.



“As soon as the show started at 9am on Saturday morning, it was already very busy, and this continued throughout the 3 days. The customer pathway functioned naturally, and I’m satisfied with the distribution of the offer, which was coherent and easy to understand. Paris is making a difference, the city is back on its feet and we’re benefiting from it. We’re part and parcel of this Fashion Week, where the world is flocking in. I’m seeing positive buyers and a return to the international scene. Fashion is here, alive and

seasonal, with winter products in abundance and a diversity of fashions that work. This year’s edition makes us want to work again on the next season. Risks have been taken, without jeopardising the organisation of the offer. For the September edition, we are logically thinking of the 3 levels of hall 7. We’ve got a lot of drive for this anniversary edition, where we’ll be working on what we know best - our offer, seasonality and inspiration.”

Sylvie Pourrat, WSN Offer Director

FOCUS ON WHO’S NEXT

1230 brands, 30% of which are new

- 45% → Ready-to-wear
- 14% → Textile accessories
- 14% → Jewellery
- 12% → Footwear
- 11% → Bags / Leather goods
- 4% → Other Accessories + Lifestyle + Service Providers

Exhibitor’s country focus WHO’S NEXT :

- 44% → France
- 56% → Internationals

Top 5 International countries:

- 18% → Italy
- 8% → Spain
- 4% → India
- 4% → Turkey
- 3% → Greece

ACCESSORIES MAKE THEIR MARK

On the eve of its 30th anniversary, Who’s Next once again won over buyers and visitors alike by bringing together the finest brands. This was an invigorating dynamic for accessories, which were at the heart of traffic between the different halls in Hall 4. For Joseph Farhat, Export Sales Director of the historic shoe manufacturer J.B Martin, the feedback was positive: *“We met a lot of international buyers, in a very good atmosphere. We were surprised to see how the professionals felt about our brand, thanks to the show’s reputation, its fashion credentials and its place in the market.”*

“We had some very nice orders at the show, we didn’t expect such results. We’re very happy, the buyers love the collection. I think the venue is great and it’s really well organised. We’re delighted.” **Argelia Jiménez, Founder of Casa Poma**

“There were a lot of professionals who came here and with whom we were able to exchange ideas. We’ve made a lot of contacts, which is very good for us.” **Daniela Kapps, Co-founder and designer at Matilda**

“A broad and cosmopolitan offer, a well-organised and well-presented show”. **Marie Riera, Shoe buyer SPARTOO**



FAME & PRIVATE

Dorothee Rubinski, co-founder of the French brand Musier, came to the show for the first time and was delighted with her experience: *“It’s the first time we’ve been to a show, so it was interesting for us to come and meet buyers, and we had some great encounters every day. The show is practical for buyers, and in France it was the show that interested us the most”.*



“We came looking for women’s retail, and the objective has been achieved. We have a lot of new points of contact, and our prospecting is bearing fruit. We’re very happy with the space we’ve been given. The airiness of the aisles and the brand environment, which creates a coherent concept, mean that customers find their way around here and it becomes a meeting point.” **Antoine Tinel, Deputy Managing Director for Barbour**

“We took orders and met some great people. We had prepared the show well in advance with meetings to attract new customers. The feedback has been positive.” **Nahia Bergara, Area Sales Manager at Loreak Mendian**

“A big thank you for your warm welcome and your professionalism, which saved us a lot of time in our research. A great and beautiful edition.” **Richard Edery, Director and Buyer at Richy’s Shop**



ULULE X WHO’S NEXT CELEBRATES THE NEW

On the young creation front, the collaboration between Ulule and Who’s Next once again put new brands in the spotlight in hall 5.2. From ready-to-wear to accessories and beauty, buyers were on hand to discover what’s new. Hair accessories brand My Name Is Gigi attracted interest from department stores, while ready-to-wear label Romando received its first official order for a Berlin concept store. At the Villa Beauté in Hall 4, the Ulule brands made some great contacts. For Cocoon Yoga Paris and Les Prophéties, the Villa Beauté’s location was ideal for business.

“The Fédération Française du Prêt-à-Porter Féminin (French Federation of Women’s Ready-to-Wear) made a name for itself with its LOVE ROOM space, which was a great place to meet business people. Promoting the online platform “L’écosystème de la Mode,” the Federation offered the digital experience of this hub of experts and B2B solutions for physical fashion professionals: exchanges between brands and experts, themed conferences and networking.” **Thibaut LEDUNOIS, Director of the FFPAPF Entrepreneurship Department**

“Through our partnership with the Fédération Française de Prêt-à-porter we were able to provide complementary solutions to visitors and exhibitors at the show, all in a festive atmosphere.” **Frédéric Maus, CEO of WSN**

A NEW ERA FOR IMPACT & NEONYT PARIS

“The WSN show is a great opportunity, bringing together the entire sustainable fashion ecosystem. The event gave us the opportunity to engage in constructive discussions with key players in the industry, making valuable new connections.”

Manon Lazorthes, Event Project Manager for Fairly Made

Zoom IMPACT : 50 brands and partners, including 46% new products

38% → France

62% → Internationals

Exhibitor’s top 5 International countries:

12% → Austria

12% → Netherlands

4% → Brazil

4% → Italy

4% → Indonesia

In the IMPACT zone in hall 5.2, brands and buyers were on hand to discover the alternatives for more positive fashion. With Neonyt Paris, visitors could discover solutions for transforming production processes and supporting brands in their eco-responsible initiatives. Amélie Le Roux, founder of the Béton Ciré brand, underlined the importance of the diversity of sectors that occupied the zone: *“I was able to renew contacts with many customers and key accounts. I met boutiques that I’ll be able to use to do pop ups and a natural dye brand that I’d like to work with. Being in Paris with so many brands present is a real plus, there are accessories as well as textiles and footwear.”*

For this year’s event, an IMPACT sticker was also put in place to enable brands that were not present in the IMPACT zone but in other areas of the show to highlight their ecological commitment.

“Neonyt Paris reaffirmed the partnership between WSN Développement and Messe Frankfurt, alongside our global Texpertise network. With certified sustainable exhibitors, Neonyt helped IMPACT emerge as an even stronger catalyst for responsible practices. At the same time, Neonyt has supported emerging talent on a global scale, as evidenced by the Texpertise Sustainability Award. Together, we continue to shape the future of fashion, seamlessly integrating sustainability, innovation and support for emerging talent,” **says Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt.**



BIJORHCA, THE EDITION OF ALL POSSIBILITIES

BIJORHCA : 150 brands and suppliers, including 22% new products

36% → France
64% → Internationals

Exhibitor’s top 5 International countries :

19% → Spain
13% → Greece
12% → Germany
3% → Belgium
3% → United States of America

Breakdown by Type :

34% → Bijorhca (Finished Products /Collections)
66% → Elements (Raw materials)

“Coming to Bijorhca, I really expected to meet lots of new people, and that was the case. We’ve had very good feedback from people in the industry, and we’ve made some very nice encounters. With different trades present, the show attracts many different types of buyer.”
Tiffany Bähler, Manager at In Visible Project

“As a buyer, I really enjoyed this edition. For Galeries Lafayette, it’s a chance to discover the collections of the exhibitors we work with, as well as an opportunity to talk to new brands. On top of that, I had the opportunity to find exclusives and thus speed up the process of including certain brands in our offer.”
Lauren Cheron, Fashion Jewellery Buyer at Galeries Lafayette

The presence of Bijorhca and Who’s Next accessories in the same hall greatly encouraged exchanges between the two entities. Over the 3 days of Bijorhca, visitors moved between the different areas celebrating the art of jewellery, Brilliant and Elements. From established brands and regular visitors to those making their debut at the show, all were delighted with the presence of visitors in the hall, which was packed throughout the show. It was a lively space, with conferences, corners dedicated to the jewellery professions, and workshops on stone energy.



Collection Constance

FOCUS ON THE SALON INTERNATIONAL DE LA LINGERIE AND INTERFILIÈRE PARIS

16K from 106 countries

62% → international visitors

38% → French visitors

28,63% → new visitors

BRANDS & EXHIBITORS :

Interfilière Paris : 170 suppliers including 15% new products

44% → Europe

56% → International

Breakdown by location:

25% → Accessoriers

25% → Fabrics

22% → Lace

13% → Embroidery

12% → Manufacturing / Confection

3% → Textile Designers

Salon International de la Lingerie : 250 brands, 40% of which are new

29% → France

71% → Internationals

Top 5 International countries:

Germany

Italy

Turkey

United States

United Kingdom

Figures by product type and geographical area :

60% → Lingerie and Corsetry brands

23% → Loungewear brands

7% → pure Swim brands

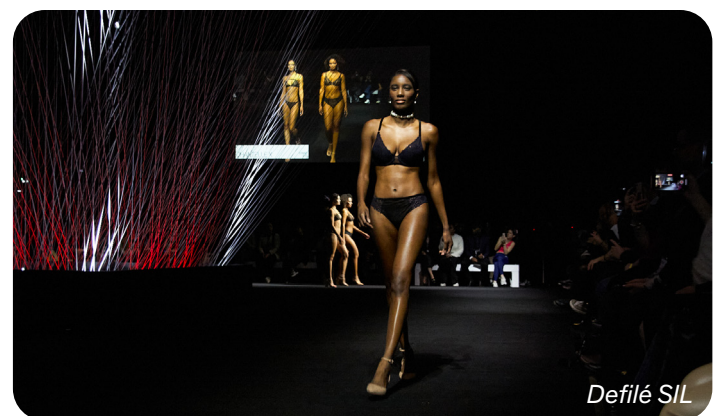
10% → Activewear, Lifestyle, Footwear and Service brands

Among Lingerie brands: 38% also presented Swim and 40% also presented Men's wear.

With a colourful and airy scenography designed by the Costa Molinos studio, the Salon International de la Lingerie and Interfilière Paris brought Hall 3 to life, with its aisles filled from the beginning to the end of the show. With a creative approach and to celebrate its 60th anniversary, the Salon International de la Lingerie was transformed into a festive, lively venue for the fashion shows and a conference area for the talks given by experts in the art of lingerie. It was a memorable edition, with historic brands, young designers and an array of exceptional materials attracting buyers from all over the world, who were enthralled by the celebratory atmosphere that pervaded the event.

"The show was interesting in its approach, similar to that of department stores. Big brands but also niche brands to discover, all well organised: it's easy to find your way around." **Cécile Massabie, Ready-to-Wear Manager - Lingerie/Women's Group for Galeries Lafayette**

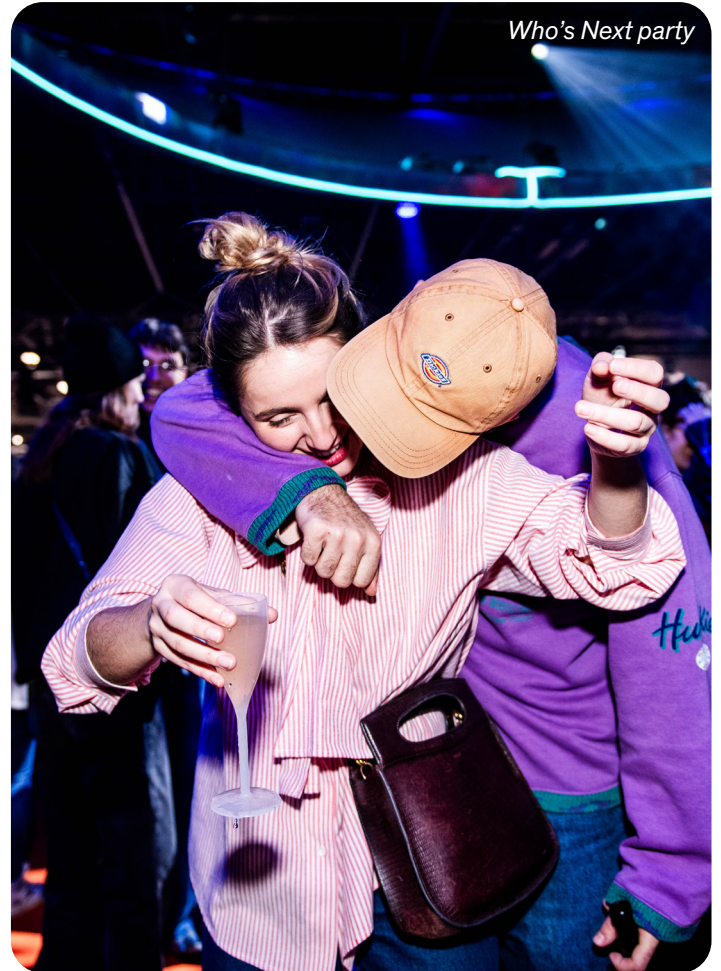
"A dynamic edition, with a real plebiscite for the material and the finished product that makes the show unique. The days were packed with visitors in a festive atmosphere. Our aim for September is to continue to encourage cross-visits and to benefit from the energy of the 30th anniversary of Who's Next and the 60th anniversary of the Salon International de la Lingerie by staging an edition in the same hall, 7 at Porte de Versailles, to welcome the whole world to this event" **Frédéric Maus, CEO of WSN.**



"For our next edition, we will be adapting to the Olympic Games period by testing a weekday format, in a single hall, for a very fine 30th anniversary edition." **Frédéric Maus, CEO of WSN**

ABOUT WSN - whosnext.com

WSN Développement is a company organising Paris-based trade shows for international fashion professionals, mainly brands and distributors. **WHO'S NEXT**, in January and September, presents ready-to-wear, accessories, beauty and lifestyle alongside **IMPACT**, the gathering of initiatives promoting the ecological and solidarity-based transition, and **TRAFFIC**, the event dedicated to solutions and innovations for fashion retailers 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 accompanied by a fine selection of ready-to-wear. In June 2022, **WSN** launched **DRP**, a BtoC festival and magazine dedicated to street culture. Since July 2022, **WSN** has organised the **SALON INTERNATIONAL DE LA LINGERIE**, **CURVE PARIS** and **INTERFILIÈRE PARIS** for **EUROVET** at Porte de Versailles, in January and summer.



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