

WHO'S NEXT: WE ARE BACK

September has arrived, bringing with it a new Who's Next season. «Back to school», «back to business»: that's the feeling running through the ranks of this 2023 edition. From Saturday, September 2nd, to Monday, September 4th, the top buyers gathered at Porte de Versailles to inaugurate a new year of fashion and accessories, delighted to reunite and eager to create new opportunities for the future. In this wholesale temple, the Impact, Neonyt Paris, Bijorhca, Traffic, and The Showp sectors thrived with meetings, activities, and parties throughout the event. Who's Next event was bustling, the overall atmosphere remained highly positive, and the audience enjoyed a dynamic and enthusiastic visitor turnout, especially geared towards the international market.



Focus on the overall attendance over the 3 days: Who's Next, IMPACT, Bijorhca, Neonyt Paris, Traffic

Steady attendance compared to September 2022

65%
French visitors

35%
international visitors from
126
countries

20%
new visitors

“As always, Who’s Next represents the industry’s back-to-school gathering, with a stable number of visitors compared to last September. We confirm the trend already observed last January of a return to the Wholesale model, both for young brands and established ones. Additionally, this edition is rich in insights into international fashion.”

Frédéric Maus, CEO of WSN

↓ **TOP VISITOR PROFESSIONS:**

54,2% → RETAILERS / CONCEPT STORES / DEPARTMENT STORES

7,8% → ARTISANS

6,2% → MANUFACTURERS / WHOLESALERS / IMPORTERS

4,4% → E-COMMERCE



↓ **TOP 5 COUNTRIES OUTSIDE OF FRANCE:**

4% → BELGIUM

3,9% → ITALY

3,4% → SPAIN

1,5% → SWITZERLAND

1,4% → GERMANY

↓ **VISITORS EXPRESSED THEIR PRIMARY INTEREST IN:**

75% → WHO'S NEXT, IMPACT, TRAFFIC, NEONYT PARIS

25% → BIJORHCA

“As usual, Who’s Next is very well-organized. The fact that everything is once again brought together in Hall 1 makes our buying journey easier.”

*Mitsuyo Coste-Matsumoto, France Office
Buying Manager for UNITED ARROWS - Japan*

Zoom on the exhibiting brands Who's Next, IMPACT, Bijorhca, Neonyt Paris, Traffic

1300
brands and
suppliers, including
170
at Bijorhca

33%
new
exhibitors

59%
international
exhibitors

41%
French
exhibitors

↓ **TOP 5 COUNTRIES OUTSIDE OF FRANCE:**

9% → SPAIN

9% → ITALY

7% → INDIA

5% → GREECE

4% → TURKEY

↓ **ACCESSORY: THE COMEBACK OF DRESSED-UP**

As we navigate through the ranks of Who's Next, the trend is leaning towards dressed-up and refined silhouettes. On the footwear front, while we notice a slight decline in the sneaker market, which has been less dominant after the streetwear wave of the recent years, refined shoes, on the contrary, are dominating the trend landscape, with a real attraction towards femininity or high heels. Despite, for Kangol, the iconic British streetwear accessories brand, the overall assessment is positive. Raphael Zabalgogezcola states: «We have been coming to Who's Next for years, and we still have many appointments with our French clients who specifically visit us at the fair.»



Lemon Jelly

JIMMY FAIRLY



Jimmy Fairly

“At the fair, we find many opportunities and « coups de coeur » like the brand An-nee, which works with silk jewelry.”

Maud Pereira, Buyer for Jewelry, Watches & Accessories at BAZARCHIC - France

ZOOM sur Who's Next 1130 brands & suppliers

“For this edition, the brands we usually purchase from have outdone themselves; the collections are exquisite, as seen with Diega or Leon & Harper.”

Florence Batbedat, Manager of the concept store POP AND SHOES in Lyon, France.

↓ RÉPARTITION PAR TYPOLOGIE DE PRODUIT

49%	→	READY-TO-WEAR
13%	→	JEWELRY
13%	→	BAGS & LEATHER GOODS
10%	→	TEXTILE ACCESSORIES
9%	→	FOOTWEAR
6%	→	BEAUTY, LIFESTYLE & OTHER ACCESSORIES

42%
France

58%
international

↓ TOP 5 DES PAYS HORS FRANCE :

9%	→	ITALY
9%	→	SPAIN
6%	→	INDIA
5%	→	GREECE
4%	→	TURKEY



Robe Di Kappa

ZOOM sur Who's Next 1130 marques & fournisseurs

“When I attend Who's Next, I stay for all 3 days of the fair to meet my loyal suppliers and also to discover new favorites. During the January edition, I discovered a new brand, Ma.Clau, which was a success in my stores. So, I'm returning this edition to reconnect and explore their new collection.”

*Rhona Blades, Director of 4 concept stores
at JULES B - United Kingdom*

↓ A NEW DIALOGUE WITH CHINA

For the first time, China was represented in a dedicated section at Who's Next through 20 carefully selected brands recognized for their quality and positioning. This selection was made in partnership with the CHIC Shanghai fair. “There is a political dimension behind this selection, providing a new showcase for the Chinese market, its expertise, and craftsmanship. Chinese fashion is often associated with ‘fast fashion,’ but our role is to delve deeper into this Chinese ecosystem,” says Sylvie Pourrat, Offer's Director at WSN. This successful debut in Paris marks a positive outcome for these emerging brands. Among these leading Chinese brands, all have success stories and aspirations to expand internationally and engage in long-term export.

↓ FAME

The Fame sector also drew the keen attention of buyers from around the world. For Angelica, the Italian founder of the young brand Susanna Blu, this edition has been very positive, and her booth has never been empty: “We will come back; we are very happy with this initial outcome. We met new French and international customers who loved the brand, such as the iconic Parisian concept store Merci, Globe in Besançon, and Addict in Nice. We took advantage of Who's Next to showcase this first collection before taking it to the United States.”

“For me, Who's Next is a source of trends; I enjoy walking through all the aisles of the fair to discover new gems for my boutique. My favorite brands are Niù, Hartford, Sacré Coeur, Tinsels.”

*Catherine Le Floch, Director of the OKKO
boutique in Nantes, France*



ZOOM Ulule x Who's Next 15 French brands featured

15

French brands featured

8

accessories

4

ready-to-wear

3

beauty brands

↓ **THE SHOWP & ULULE**

On the colorful and lifestyle-oriented stands of The Showp, Who's Next's omnichannel platform, essential oils coexist with handcrafted creations from around the world, such as Pup's vibrant woven baskets made from recycled plastic, originating from Mexican craftsmanship. For the brand's founder, Jonathan Antunes, this back-to-school event confirms their rise in the market. «It's extremely positive. We've had great feedback, numerous orders, and new contacts. Many customers from the islands as well as many Asian buyers, especially from Japan, placing significant orders as it quickly escalates in volume. In France, we've received inquiries from all major cities: Nice, Lyon, Nantes, Clermont-Ferrand, Bordeaux... I think that for a new brand, the Who's Next back-to-school event is truly excellent for gaining exposure, meeting buyers, getting direct feedback from customers, and seeing if our products align with market expectations.»



Focus Impact

80
brands

55%
new brands

12
Neonyt Paris
brands

“We are delighted to work closely with WSN Développement to develop Neonyt in Paris as a B2B ordering platform within the highly attractive framework of Who’s Next. These past three days have been marked by an impressive blend of commerce and creativity. We are absolutely convinced of the relevance of offering brands with strong sustainable commitments combined with a fashion-forward vision to the market. With IMPACT, we have a strong hub to provide responsible brands with the opportunities they deserve.”

Olaf Schmidt, Vice President of Textiles and Textile Technologies, Messe Frankfurt

↓ **DISTRIBUTION BY PRODUCT TYPE**

- 55% → READY-TO-WEAR
- 27% → BAGS & LEATHER GOODS
- 5% → TEXTILE ACCESSORIES
- 5% → FOOTWEAR
- 4% → LINGERIE
- 4% → OTHER ACCESSORIES, LIFESTYLE & SOLUTIONS

49%
France

51%
International

↓ **TOP 5 COUNTRIES**

- 21% → SOUTH KOREA
- 5% → GERMANY
- 5% → INDIA
- 3% → BELGIUM
- 3% → BRAZIL



↓ **IMPACT AND NEONYT PARIS, A THRIVING BUSINESS THAT KEEPS GOING**

Located at the entrance of the hall, Impact and the Berlin-based entity Neonyt experienced a dynamic visitor turnout, eager to invest in brands that advocate for an alternative, committed, and sustainable vision of the industry. For the sustainable Lebanese brand Salad, Who's Next remains the ideal place to grow and seek inspiration. Litcha Nassar, Head of Sales, enthusiastically states, "It's the place to be. Who's Next is like a fashion hub where all creative horizons come together. We've interacted with many designers and students from top schools, but most importantly, we've met serious buyers to collaborate with upon our return. I don't think we could have made such meaningful contacts as effectively outside the fair."

For the French brand Marli, whose tote bags are crafted by individuals with disabilities using recycled upholstery fabrics, this first experience in B2B development has also proven to be fruitful. Angélique Prêtre, at the helm of the philanthropic brand, shares, "The experience has been truly enriching. We engaged with an audience we couldn't have reached outside of Who's Next, and several orders have already been confirmed with diverse buyers, from France to the United States."



Future Positive Smiley

↓ **10 TRAFFIC SOLUTIONS**

Traffic, the event dedicated to innovative solutions for fashion brands and retailers' development, served as a meeting point for brands and retailers eager to grow their businesses. For the Normandy-based company Shop Concept Services, specializing in store layout and the conceptualization of The Showp, Who's Next is a win-win event: "We are present because we believe we can provide ideas and solutions to both visitors and exhibitors. We've had many discussions with brands and potential prospects intrigued by our booth, especially independents. It's an important rendezvous for us as 80% of our layouts are for ready-to-wear. It also allows our employees to discover the products in our clients' stores and understand how to bridge the gap between today's product and the store as it exists now and in the future."

"What a pleasure to be 'Back to School' for this new edition of Who's Next, which continues to establish itself season after season as the essential gathering for building connections among professionals. Brands are confirming a promising return of both French and international buyers, and we are delighted about this.

On the Federation's side, this event allowed us to accelerate the presentation of our Fashion Ecosystem platform with a conference, individual meetings throughout the three days, and around ten coaching sessions in a dedicated 'Doctor Love' corner."

Yann Rivoallan, President of the French Federation of Women's Ready-to-Wear.

"As a fashion-specialized storyteller, I was drawn to Who's Next's IMPACT space. This is the second time I've participated, and each section showcased powerful emerging brands with messages driven by the desire to make a difference. I loved discovering the Ethiopian accessories and the ultra-creative Korean hub with upcycling solutions. This time, IMPACT succeeded in highlighting the stories behind each brand, and the visual storytelling was perfect."

Mariel Jumpa, Founder and Director of Slow Fashion World AB - Sweden

BIJORHCA, SPOTLIGHT ON JEWELRY

After this fifth edition, the initial goal of bringing together Bijorhca and Who's Next is becoming more tangible each season, thanks to an expanded offering and a curious and interested audience. Its selection has been strengthened by the presence of industry giants as well as new participants whose signals are positive. Three days of meetings, a revamped common lexicon through WSN's codes, and a colorful and joyful scenography allowed jewelry market leaders to reunite in a familiar ecosystem, gain an overview of current trends, and create new synergies. For the American brand Budhagirl based in Dallas, this first experience is as new as it is successful. "We are very pleased to have made the journey; we met new customers and are pleasantly surprised that the fair is so open to the international market. We had French customers - many from the islands (Martinique, La Réunion) - as well as Spanish, Lebanese, Italian customers, and we even had a great American customer from Chicago. You can feel that people are enthusiastic and ready to do business", explains Mehla de Ville de Goyet, European Initiative consultant for Budhagirl.



Art Wear Dimitriadis

↓ FOCUS ON BIJORHCA VISITORS

70	→	REPRESENTED COUNTRIES
25%	→	OF VISITORS PRIMARILY CAME TO VISIT BIJORHCA
20%	→	NEW VISITORS
20%	→	FRENCH VISITORS
26%	→	INTERNATIONAL VISITORS

↓ TOP 5 COUNTRIES OUTSIDE OF FRANCE

7%	→	BELGIUM
2,6%	→	ITALY
2,3%	→	SPAIN
1,7%	→	NETHERLANDS
1,2%	→	GERMANY

↓ TOP RÉPARTITION PAR MÉTIER

43,7%	→	RETAILERS / CONCEPT STORES / DEPARTMENT STORES
25,3%	→	ARTISANS
7,2%	→	MANUFACTURERS / WHOLESALERS / IMPORTERS
5,6%	→	E-COMMERCE

“Today, we are looking for brands with a real concept, and thanks to this edition of Who's Next and Bijorhca, we have discovered brands like Sing a Song, Belle Mais Pas Que, and Monsens, which truly stand out.”

*Pauline Turcon, Jewelry Product Manager
Buyer for PRINTEMPS - France*

FOCUS SUR LES EXPOSANTS BIJORHCA

170
brands & suppliers

71%
finished jewelry

29%
elements

33%
new exhibitors

36%
French exhibitors

64%
international exhibitors

↓ **TOP 5 DES PAYS HORS FRANCE**

12% → SPAIN

9% → GERMANY

8% → INDIA

8% → GREECE

6% → ITALY



Ecole Boule

“Excellent organization! The fact that Bijorhca and Who’s Next are grouped together in the same hall makes it easier for buyers to navigate.”

Eric Le Guennec, Director of NOUS LES LIBELLULES in Arcachon - France



“September 2023, a new lease for Bijorhca.

With an impressive increase of over 30% in exhibitors from all corners of the world, our fair is undergoing a true revitalization. A must-attend place for brand development, meeting buyers from around the world, and a stepping stone for emerging brands, the Bijorhca fair undeniably strengthens its position on the global jewelry scene.”

Valérie Dassa, President of BOCI (The French Federation of Jewelry and Precious Metals)

CONTACT & SAVE THE DATE

SAVE THE DATES

PREMIERE CLASSE
**SEPTEMBER 29TH TO OCTOBER 2ND, 2023 & MARCH 1ST
TO 4TH, 2024 - JARDIN DES TUILERIES**

DRP
**SEPTEMBER 29TH TO OCTOBER 1ST - JARDIN DES
TUILERIES**

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

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ABOUT WSN - whosnext.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.

ABOUT BOCI

Since 1873, BOCI has been supporting and promoting companies in the jewellery sector in their development in France and Internationally. As a professional organization, BOCI brings together creators, fashion and fine jewellery brands, manufacturers and subcontractors. It represents these companies to public authorities, joint bodies, elected officials, and the media. In 1930, BOCI launched the first professional jewellery show, Bijorhca.

