



WHO'S NEXT & PREMIERE CLASSE

SOLUTION PROVIDERS

The fashion world is changing. Consumption is evolving and needs new solutions. Who's Next and Premiere Classe are looking towards the future and evolving their services to meet the needs of brands and retailers.

This edition will be the opportunity to bring a new dimension to trade shows. We are establishing ourselves as a platform for meetings and exchanges in order to put the spotlight on members of our industry. By introducing or reintroducing visitors to other fashion professionals, we aim to highlight brands' work and promote French and international design.

A platform for exchanges in an evolving industry

A reference point for the landscape of French and international fashion in Europe, Who's Next and Premiere Classe are the self-proclaimed pioneers for change. For this new edition they are bringing a sharper perspective to their offer. From the fashion & lifestyle 'Gallery Store' to the 'dedicated buying journeys'; Who's Next and Premiere Classe are introducing a clear and coherent dynamic.

Trade shows in motion

This year sees the launch of new packages, which will unite brands and buyers to help them in their decision-making:

The Retail Expert Club is becoming «Fashion Solutions» and will address a larger audience: retailers, brands and consumers! This meeting place is designed to help you learn and grow by discovering our new tools and services which will allow a better approach to the market by offering conferences and workshops on technical evolution, digital and fashion trends.

A new vision of the trends forum has led us to transform it into an innovative service area 'The Gallery Store'. Who's Next and

Premiere Classe are joining forces and sharing expertise with the trend Union team from Lidewij Edelkoort's Studio in an innovative dynamic which aims to revive visitors' journeys and their approach to retail. A dedicated area will promote a signature collection of ready-to-wear, accessories, and lifestyle products as well as merchandising and service solutions. Trend Union is committed to its process of enhancement and to boosting fashion by reinventing the consumer experience.

External initiatives will accompany this transformation through offering new promotional and distribution opportunities to brands as well as new meeting points for consumers. Following on from the Citadium collaboration, Who's Next are partnering up with «We Love Green», a music festival which promotes eco responsibility, taking place on 10th and 11th June 2017. With this in mind, «We Love Green Market by Who's Next» will showcase 3 selected brands. Visitors to the Porte de Versailles will be able to rediscover these brands during the trade show this coming September; exhibited in the heart of a «Green» area.

Positive Community

The chosen theme «Positive Community» instills this new edition with a sense of togetherness and will offer a global perspective to the industry: professions, innovations, tools, know-how and merchandising... Today, Who's Next and Premiere Classe are able to offer all fashion players solutions to problems linked to the changing of the industry.

This coming edition will take place in Paris at the Porte de Versailles, from **8th to 11th September 2017** and will give the spotlight to initiatives which bring solutions to both brands and retailers, and will also provide support to all professionals in the industry.

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