

WSN AT THE HEART OF THE FASHION COMMUNI- TY



Whether it's about expanding with the help of digital technology, speaking with your B to B or B to C networks, connecting with millennials, going international or choosing a more sustainable fashion approach, every step in the development process is now key. At the heart of the ever-changing fashion community, 4 times a year, **Who's Next** and **Premiere Classe** actively contribute to the progression of its market players.

WHO'S NEXT AND PREMIERE CLASSE: TWO EVENTS, TWO TIMES A YEAR

WSN has made the choice to reposition both its events, and render them more coherent for the community: **Who's Next**, as the first session, to become immersed in the best fashion, beauty and lifestyle trends, and **Premiere Classe**, as the second session to highlight accessories and young talents of tomorrow, during Paris Fashion Week.



Who's Next

THE largest concept store in the world

Location

Porte de Versailles

Frequency

Two times a year, during Paris Market Week

Next dates

18th - 21st January 2019 // 6th - 9th September 2019

Sectors

ready-to-wear, accessories, beauty, lifestyle

Brands

1,500

Visitors

50,000



Premiere Classe

THE place for accessories and designers

Location

Jardin des Tuileries

Frequency

Two times a year, during Paris Fashion Week

Next dates

1st - 4th March 2019 // 27th - 30th September 2019

Sectors

Accessories and a selection of ready-to-wear

Brands

450

Visitors

10,000

Since 1994, **Who's Next** has offered both visitors and exhibitors a unique, comprehensive overview of feminine fashion, from new talents to more established brands. With a large mix of ready-to-wear, accessories, lifestyle and beauty, this meeting point is abound with discoveries and experiences: from fashion exhibitions and business workshops & conferences, to animations, such as performances, tastings, concerts and parties. **Who's Next** gives a detailed view of the present with thematic speeches inspired by societal and creative trends. Lively, individual and ultra positive, **Who's Next** dedicates itself to emotion!

Since 1989, **Premiere Classe** has been an event dedicated to accessories, during women's Paris Fashion Week. Rounded out by a selection of ready-to-wear and 'carte blanches' given to young designers (Festival de Mode, de Photographie et d'Accessoires de Mode à Hyères, ANDAM prize), the event makes room for innovative installations and spirited performances, highlighting designer's know-how and the work of the best craftsmen. Truly bridging the gap between fashion shows and fashion accessories, **Premiere Classe** celebrates art and design!

AND WHAT IF WSN WERE TO GUIDE RETAILERS ALL YEAR ROUND?

With unmissable meeting points where exchanges between visitors, exhibitors, independent multi-brand retailers and brands take place, these events are the two places favoured by those who make up an essential part of our community: new retailers!

“By combining physical, wholesale and even Instagram shopping, there is no longer room for barriers between brands and distributors to exist. With **Who's Next** and **Premiere Classe**, we have been helping fashion industry players to evolve, for nearly 30 years. As of now, we are opening up new possibilities by sharing our expertise with our community throughout the year.” Frédéric Maus, co-managing director of the **WSN group**.

The **WSN group** is going beyond its flagship **Who's Next** and **Premiere Classe** events to bring concrete business solutions to fashion retailers 365 days a year.



WSN.COMMUNITY: YEAR-ROUND SOLUTIONS FOR RETAILERS

From January 2019, this new objective will strengthen the WSN group's connections with players who have been shaken up by the fashion industry, but whose potential remains intact.

WSN announces the creation of 3 tailor-made services, available 24 hours a day, all year round.

1. ONLINE TRAINING

‘What tools do you need to master digital technology?’, ‘How to well prepare for the trade show’, ‘How to attract new customers at your sales points’

WSN is launching a series of online training sessions, carried out by experts, covering specific topics. To begin with, they will be reserved for exhibiting brands next January, in the form of webinars. New formats will closely follow, to make the training accessible for the wider community.

2. EXPAND YOUR NETWORK THANKS TO THE WSN MOBILE APP BY SWAPCARD

The WSN mobile app by Swapcard allows you to actively expand your network: before, during and after each event. Organised according to brand, industry and profession, on the WSN app, the contact details of all visitors and exhibitors in the WSN community are listed, to make it easier to get in touch with other attendees and organise meetings.

3. FACILITATING TRANSACTIONS BETWEEN BRANDS AND DISTRIBUTORS THANKS TO WSN BY KOALABOOX

Given that payment periods between customers and suppliers in fashion can create difficulty for small businesses, WSN has teamed up with online B2B finance specialist: Koalaboox. The idea? To pay brands upfront for orders placed by professional buyers, using next-day funding assistance, to optimise and secure the cash flow of young brands and distributors.

These initial services will be available in January 2019, to be found on
WSN.community