

**PRESS RELEASE**

PARIS, 14th SEPTEMBER 2017



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**Premiere Classe**

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Paris,  
Porte de Versailles



**WHO'S NEXT is the tradeshow where French and international ready-to-wear collections exhibit side by side in 5 distinctive areas : FAME, PRIVATE, TRENDY, URBAN et STUDIO.**

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**PREMIERE CLASSE uncovers the accessory trends of the coming season. Known for its high-class selection, the tradeshow selects jewellery, shoes, bags and accessory brands and designers based on their creativity, originality and style.**



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## SEPTEMBER 2017 EDITION REVIEW

### ‘Positive Community’: an all-round success for Who’s Next and Premiere Classe.

Just like the societal theme ‘Positive community’, the objective was clear; put fun and optimism back into the heart of the trade shows, inject a new momentum and give industry professionals the chance to strengthen their connections and networks. It’s been the aim of Etienne Cochet since his takeover of WSN Développement: “As highlighted on my arrival a little more than a year ago, Who’s Next and Premiere Classe need to express a new energy, notably by grounding itself in themes of society in line with the immense potential of fashion in the lifestyle market. After the success of the ‘Girls Squad’ theme inspired by millennials in January 2017, the new theme of ‘Positive Community’ followed on naturally.”

A challenge completed successfully by Who’s Next and Premiere Classe which finished this edition on an optimistic and promising note.

#### Rising figures

With the amount of visitors on the increase, the Who’s Next and Premiere Classe trade shows welcomed 42,122 visitors, a rise of 10.1% compared to September 2016, with a constant flow of visitors throughout the 4 days.

It should also be noted that there was an increase of 28% in the number of visitors spending at least two days at the trade shows, indicating longer work sessions thanks to a varied array of offers and services better adapted to the expectations of buyers.

The proportion of buyers visiting the trade shows increased by 8 points to 65%, proof that the beginning of September remains an important time for setting up fruitful relationships between brands and buyers.

Looking at the nationalities of our visitors, the proportion of French visitors remained stable at 64%. As for other countries, they remained in the same order, with Italy first, followed by Spain, Belgium, Japan and the UK.



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### Solutions established and appreciated by buyers

Who's Next and Premiere Classe kept their promise of investing more in buyers. As announced a year ago, new services were put in place to facilitate the growth of business relationships and to provide a better understanding of the market this season; an initiative that has been well received by both visitors and exhibitors. The VIP buyers Club, the 'Gallery Store', the buyers journeys, the mobile apps and the Personal Shopping advice have all made for optimised and more efficient visits.

Many buyers have also praised the clear and rejuvenated selection of products on offer, with quality and creative collections produced by both established and young labels.

The Fashion Solutions area, new for September 2017, presented its concept gathering together innovative wholesale and retail solutions for French and International fashion retailers including both brands and distributors.

4 days of discovery through a rich programme of conferences on essential topics such as social networks, technology and fashion, trends, and the new forms of consumptions. All this together with workshops put on by Fashion Solutions experts, giving concrete ideas and tools to retailers to enrich the buying experience and hence increase retail sales.

Finally, the networking sessions allowed everyone at the trade shows to make new connections, an opportunity taken by many of our visitors, making this area in Hall 3 particularly popular.

Jean-Marc André, Director of Marketing and Communication of the trade shows, underlines this new initiative: "On top of all these new services for buyers and visitors, the trade show have taken the lead and fulfilled their role as a platform for both networking and promotion, bringing together an ecosystem of innovation and Fashion Tech". There were four days of dialogue and meetings with our French and International partners such as the accelerator Lafayette Plug & Play and the festival Fashion Tech Days who presented their start-ups. We also welcomed renowned speakers such as Sophie Fontanel, Liz Bacelar from The Current, Elisabeth Cazorla from Galeries Lafayette and BHV, Julie Pellet from **Instagram**, and Alexandra Van Houtte from **Tagwalk**.

In fact, making the Who's Next and Premiere Classe experience more versatile was one of the objectives set out by Etienne Cochet. This has been done this edition with many lifestyle spaces being set up in collaboration with brands such as Bensimon/Autour du Monde and with designers such as Chaumière Olseau, Musaka, La Manufacture Parisienne, Woodim and Tombées du Camion. These lifestyle spaces allowed buyers to enrich their offer in an ever-changing market.



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**Tuned-in exhibitors**

In ready-to-wear as much as in accessories, brands have globally felt an atmosphere of growth and recovery, notably from the international scene. What's more, many were happy to set up new deals with French buyers.

A revived energy, an affirmed optimism and a community in the making, this was the main feeling of participants of the trade shows, who saluted the effort made by Who's Next and Premiere Classe to put human values at the core of the industry.

The animations on offer at the entrance and throughout the trade shows were an important contribution to this cheerful and optimistic atmosphere. Many visitors and exhibitors enjoyed the events, listened to live music and participated in the many animations notably put on by Festival Athleisure and Atelier Meraki.

For the end of summer, Who's Next and Premiere Classe have contributed to the reconstruction of links between all professionals in the sector in which the 'positive community' is definitively looking to the future with optimism and a desire to innovate.



**See you next time at the Who's Next and Premiere Classe trade shows taking place from Friday 19th to Monday 22nd January, at the Porte de Versailles.**

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