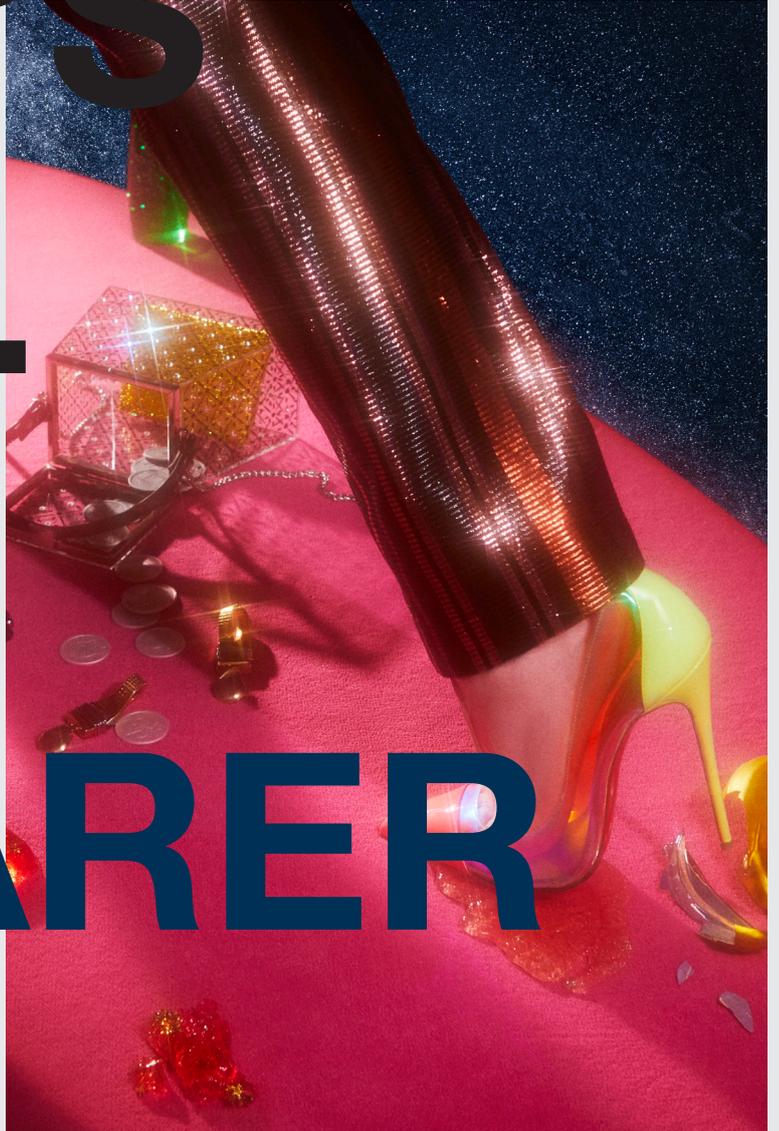


# WHO'S NEXT CLEARER AND STRONGER



Clearer and stronger. By taking on the challenge of a “concept store” approach bringing together ready-to-wear, accessories, lifestyle and beauty, **Who's Next** rounds off an edition devoted to coherence. Full of celebrations, the 25th anniversary of the event marked a return to its successful roots.

## Key figures

1,200 exhibitors

44,542 visitors

A 4 day trade show

3,000 attendees at the anniversary party

68%  
French visitors

32%  
international visitors

25 years. 25 years of fashion, gatherings, handshakes, parties, discoveries, designs, and opportunities, celebrated from the 18th - 21st January in Paris at Porte de Versailles for this winter edition of **Who's Next**.

This edition's timeless "Apollo Club" theme welcomed French and international fashion representatives with terrestrial decor.

A true crossroads of skills and experiences, the event was, more than ever before, a key meeting point between brands and buyers, but also a place for designers to meet other creative energies.



"This edition focuses on the joy of projects undertaken in 2018: redesigned areas that give a place to urban trends, with new ways of working and communicating. The outcome? A clearer trade show that foresees a beautiful dynamic for the next edition in September."

*Frédéric Maus,*  
general co-director of the WSN group



## Party time !

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With celebrations at the core of its DNA, **Who's Next** lived up to its reputation by organising a grand opening party bringing together 3,000 people to celebrate its 25th anniversary. The line up: concerts and DJ sets by Cosmo Sonic, Corine, Roscius and Bazarov, as well as a spectacular show combining fashion, art, dance and music in line with the "Apollo Club" theme. Fashion designer Jean-Paul Lespagnard designed the costumes for the **Who's Next** artistic performance, choreographed by Virginie Toc. 25 dancers shared their energy with a crowd of guests for a moment of extraordinary communion.



## A new "concept store" approach

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For the first time ever, **Who's Next** hosted a solo trade show. What's new? A selection of ready-to-wear and accessories grouped by trend and theme, all under one **Who's Next** banner. A communication adapted to a new reorganisation of sectors for a clearer and more coherent visitor experience. Buyers' journeys were guided by the What's Up, Villa Beauté, Inside and Fame dedicated areas, each one proposing accessible and mid-range brands and designers. The 4-day event was driven by numerous workshops, conferences, talks and performances - which acted as both a means of gatherings and exchanges as well as unmissable sources of information on new trends and the current market.



## Get inspired with new sectors and dedicated focuses

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This year, **Who's Next** offered new curated areas like What's Up which combined urban accessories and ready-to-wear, Inside which focused on the best of lifestyle, Cosm0's and its selection of extreme cold pieces in line with the cosmic theme of the season, and the second edition of the Villa Beauté and its curation of young beauty labels. Brand positioning, noteworthy names and key figures, it's all here.



## What's up: the urban hub

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A true return to its roots for **Who's Next**, the What's Up area was amongst some of the best energies of the trade show. A powerful urban universe reinforced by accessories brands selected for the first time alongside a selection of ready-to-wear. *Noteworthy brands: Von Dutch, Helvetica, Lois, Colchik, French Kick, Kulte, Saucony.*

**Bronx Shoes: "Our best trade show in 4 seasons."**

## Young designers: the world is their oyster

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Whether they are iconic figures of the event or newcomers, **Who's Next** once again showcased its continuous support for young designers and fashion collectives. In a promising and dynamic area, they were the privileged point of contact for buyers seeking new talents. Their many orders confirmed their popularity amongst buyers.

*Noteworthy brands: Coloreve, RozKraven, Modem, WRForeigners, Lucie Brochard, Quynh Bui, Gang de filles, Good Old Days, NJ.Cod Paris, Les Garçonnes.*



## Fame: contemporary crushes

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A true success story. Fame, the area dedicated to contemporary brands, was filled with many attentive and qualitative visitors over the 4 days. A meeting place for French and international retailers, Fame brought an unwavering dynamism through its aisles. Extremely colourful and dressed with trendy prints, the collections on show predicted a joyful and vibrant winter. Nearby were Bensimon, La Fée Maraboutée and many others who also contributed to this aura which attracted ready-to-wear buyers.

*Brands to remember: Leon & Harper, Diega, Oakwood, Toupy, nc.2, VdeVinster, Échappée Belle, Nash Prints, Manila Grace, Second Female, NinaLeuca, Lisa Conte, Palto, Maison R&C, Royal Me, Ventcouvert.*



## Villa beauté: clean beauty in the spotlight

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The Villa Beauté confirmed its success in its second edition. Showcasing 23 brands, the area offered a welcomed breath of fresh air celebrating young, natural and eco-friendly brands. A beautiful space which pleased not only beauty buyers, but also fashion concept stores who are more and more inclined to incorporate beauty into their selections.

*Noteworthy brands: Nüssa, Mawena, Eco Your Skin, Les Huillettes, Z&MA.*



## Inside: the lifestyle area

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Developed with comfort and cosiness in mind, the atmosphere and scenery of the Inside space allowed for the discovery of a world full of brands who include decoration and small furnishing within their lines.

*Noteworthy brands: Ma Poésie, Maison Baluchon, Félicie Aussi, Esquisse Paris, Minorquines, Garden State, La Trésorerie, The Candist.*

## Cosm0°S: the extreme cold area

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In line with this edition's "Apollo Club" theme, the Cosm0°s area offered a selection of trendy weather-proof pieces.

*Noteworthy brands: Missy, Toasties, Pipolaki, La Seine & Moi, Blikvanger.*



## Footwear and Leather Goods: cruising speed

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The footwear and leather goods area welcomed many buyers from entry-level and commercial-orientated distributors. Headed by trade agents, the selection of brands found its audience by catching the interests of French markets.

*Noteworthy brands: Saucony, CAT Footwear, n.d.c. made by hand, Colmar Originals, Fracap, Pony, Daniel Essa, Tom's, Blackstone, Bronx Shoes, Buffalo, Anthology Paris, Kennel und Schmenger, Avril Gau, Chie Mihara, Ina Kent, Doghnut, Save my bag, Borbonese, Halmanera, Delafon Paris, Thule, Ripcurl.*

**Maison Boinet:** "This edition was excellent, we met all the best Japanese buyers."



## Jewellery: discover a high range selection

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Most notably, the selection of high range "Fine Jewellery" brands all found their place by responding to a concrete demand of the market. The jewellery selection of this edition was very well received by visitors. Amongst new arrivals, Christine Bekaert and Laruicci were acclaimed by well-known buyers for their first participation in the trade show.

*Noteworthy brands: Louise Hendricks, Stalactite, Chic Alors !, BDM Studio, Nilai Paris, Gisel B.*

**Christine Bekaert:** "As a new brand, we have had a very good trade show attracting some great points of sale and department stores."

## **Major buyers: Diversity!**

On both an international level and in France, this edition brought together a diverse range of buyers. Despite a slight 4.5% decline in global visitors compared to January 2018, **Who's Next** remains a leading meeting point, with a total of 44,542 visitors over 4 days. Concept stores, department stores, e-shops and networks of specialised distribution - they were all in attendance for the launch of the buying period at Porte de Versailles.

This season, a significant number of Asian buyers (Japan, China, Korea) confirmed the importance of international buyers at the trade show. Amongst them, we note the presence of buyers from Isetan (Japan), Takashimaya (Japan), HP France (Hong-Kong), Sogo Seibu (Japan), Tomorrowland (Japan), United Arrows (Japan), JD.com (China), SKP (China), Harvey Nichols (Hong-Kong) and Samsung (Korea). European representatives from Italy, Spain, Belgium and the UK remain in the top 5.

## **Top 5 international countries**

ITALY  
SPAIN  
BELGIUM  
JAPAN  
UK

## **French attendance**

Despite being marked by many social and political movements at the beginning of 2019, France, which represents 68% of visitors, still attracted some incredible buyers. Amongst them, buyers from online platforms including Bazar Chic, Brand Alley, La Redoute, Place des Tendances and Sarenza, as well as department stores and concept stores such as Citadium, Le Bon Marché, Les Galeries Lafayette, Le Printemps, L'Exception and Merci.

## **Who's Next September 2019**

Discover the next edition of **Who's Next** from 6th - 9th September 2019. What can you expect? Even more creation and encounters, with new focuses responding to new market expectations.