



Who's Next

IMPACT
ACT NOW FOR POSITIVE FASHION

Tra-
ffic

BIJORHCA
THE INTERNATIONAL JEWELLERY SHOW

EXPOSED

RIVIERA
PARIS

Who's Next, IMPACT, Traffic, Bijorhca, Exposed & Riviera

3-6 september 2021- Paris - Porte de Versailles

After a year and a half of hard working and networking, months of emotional roller coasters, it is with great joy and pride for the Who's Next team to have organised this Fall 2021 edition. For four days, the Porte de Versailles was once again adorned with the colors of Who's Next, marking the first physical meeting of the fashion industry.

Sun at its peak, this edition was held under the sign of sharing and creative alliance since for the first time, Who's Next, Impact, Traffic merged with Bijorhca, Exposed & Riviera, introduced Frederic Maus at the head of the WSN group. A variety of events that offered an exclusive dialogue between fashion, accessory and jewellery to the rhythm of conferences, events and workshops. Despite the uncertainty related to the health situation, 710 brands were attending, including 250 new ones, offering a global vision of the current fashion ecosystem proving the gradual recovery of the industry. For a long weekend under the sunshine, the entire industry came together in a festival-like atmosphere of exchange and celebration. A wave of styles and smiles to go with fashion's infinite energy and eternal capacity for reinvention.

Almost 18 months since the last Who's Next event, the implementation of this first post-lockdown edition could have been tricky, *«but it turned out to be above our expectations after such a chaotic period, admits Sylvie Pourrat, director of WSN's global offer. Our mission was to kick off the recovery, and I believe we kept that promise.»* Buyers, agents, purchasing and trend offices, stylists, and both French and international journalists wanted to take part in this Who's Next edition to launch this new fashion season.

Visitors' focus

74% France and 26% International
TOP 5: Belgium, Spain, Italy, Germany & Switzerland
75% buyers
33% new buyers
-31% compared to September 2019



The different facets of **Who's Next**, **Impact**, **Traffic**, **Bijorhca**, **Exposed** & **Riviera** left room for surprise and spontaneity and generated a real attraction between an engaged audience and welcoming visitors. **Who's Next** proposed a mixed visit between ready-to-wear and accessories.

If the resumption of physical events still left some exhibitors doubtful, for the sustainable Brazilian footwear brand **Mélissa** and its director France, Chantal, this edition was also positive. «*We can sense a real enthusiasm from both brands and buyers. We're delighted to be able to come back to Who's Next and exhibit once again.*» Emma Plouard, who represents the **Kujten** cashmere brand, admits: «*After this difficult period, we can feel a good energy from most of the brands and exhibitors. We remain optimistic and are trying to continue this momentum!*»



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The **Ulule x Who's Next** area introduced the incubator for young emerging talents and presented the fashion & lifestyle projects that have integrated the channel of this partnership - launched last January. Amongst the 200 projects undertaken since the beginning of the year, 70 succeeded in their crowdfunding campaign, and 41 came face to face with professionals during the edition. «*This experience changed our outlook on the show,*» says Benoît, co-founder of the brand **Later**, located in the dedicated area. *We had exciting meetings with buyers from department stores, French and international multi-brands, and agents. It feels good to be exposed to the outside world and to exchange ideas. This contact is very valuable.*»



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Two years after its creation, **Impact**, which is committed to eco-responsible fashion, has affirmed itself as an unmissable area at Who's Next, «It's a sure bet,» says Frédéric Maus with satisfaction. Every edition, Impact becomes even more concrete, the collections are cooler and more sophisticated, and many brands have evolved with double-digit growth.» With nearly 106 designers on a double surface, including big names in the sector, Impact echoes a flourishing business and a responsible, creative industry in full emulation. «As an agency, this is the first time that we are present at Who's Next and Impact,» explains Antoine Leneuf, head of The Clothette agency specialising in emerging ready-to-wear brands. In general, the key players attended. We found our customers, and we feel a genuine interest in a sustainable fashion. It's interesting that there is still a strong dynamic within the industry.»

In collaboration with the French Federation of Women's Ready-to-Wear, **Traffic**, dedicated to innovative solutions aiming to develop fashion brands and distributors, reinforced Who's Next's offer.

«This edition of the show is a great success. It's a pleasure to find creative and ambitious brands and to see them thrive with their buyers and future buyers. They have created a safe environment. Together, we have organised rich and informative talks to advance all business formats, emphasizes Pierre-François Le Louët, President of the French Federation of Women's Ready-to-Wear. The 28 conferences of the event brought together more than 90 speakers around themes worthy of true fashion insiders. In addition, innovative solutions to generate traffic in independent shops were offered, like Connected Retail by Zalando and Freepry. For Thibaut Boiziau, the co-founder of Freepry, this first experience turned out to be very positive: «We met a qualitative audience despite a slightly lower attendance on Saturday. The Who's Next team is listening, and the evenings are memorable too! The experiential, ephemeral, and automated concept of Komet has also won over many visitors. «Live interactions are essential, and we were finally able to introduce Komet to professionals in the sector. We had a lot of positive feedback. We will come back,» says co-founder Ana Buyant with a smile.

Within this creative global ecosystem, the jewellery leader, **Bijorhca**, joined for the first time since the announcement of its organisation by the WSN teams last May. «*The federations are very important,*» recalls Frédéric Maus. These new collaborations with Bijorhca and the French Federation of Women's Ready-to-Wear are evident because they allow the visitor to have a 360° vision of fashion in one place, on a specific period. This bridge between different creative fields seems essential in the foundation of today's and tomorrow's fashion. «*Bijorhca offered an immersion in the jewellery world. «The atmosphere and the scenography are successful; we find the ambiance at Who's Next remarkable! We had lots of orders, good contacts, and new customers despite a weak international attendance,*» declares Steve Chevreuil, founder of the silver jewellery brand Canyon.



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Exposed and **Riviera**, two of the leading Parisian events dedicated to the Lingerie and Swimwear sector, were also present in this dynamic. On Exposed, you could discover the Summer 2022 collections of multiple brands such as Esquise or Maison Lejaby.

«*This is a great first edition,*» says Matthieu Pinet, head of Exposed. After eighteen months of inactivity, it was essential to get the machine going. Overall, we are dealing with less but truly qualitative visitor numbers. Influential French buyers were there from the first day, such as Galeries Lafayette, Printemps, and Bon Marché. «*For Riviera, the Resort & Beachwear section, these four days allowed the brands to meet French buyers and interesting clients. The integration of the Riviera brands into Who's Next has created great momentum. It was promising to open up new horizons and meet new buyers,*» says Taya de Reynies, head of the offer at Riviera.

The digital has proven to be an essential tool of the profession during this troubled period; however, live interactions are crucial to create encounters and experiences full of emotions. Today, the challenge is to create an instinctive omnichannel that does not yet exist in B2B. Buyers and all professionals need to navigate between digital and physical at trade shows. *«You have to get the best in the business, the brand visibility, and the creation,»* says Frédéric Maus. Today, with Comexposium, Who's Next has decided to participate in the creation of **CXMP** the largest B2B marketplace in 3 fields: fashion, sport, and food.

Finally, the shining sun and the clear blue sky set the tone of the Who's Next. Four days of gathering, during which optimism reigned. But there is no such thing as a cloudless blue sky; this edition has proven to be a reflection of the times we live in ; the fashion industry is resilient, dynamic and intensely creative. *“For almost two years we have been talking about the world before and the world after, but in the end what really matters is the world of now, concludes Frédéric Maus with a smile. We have to live in the moment and I think that during these four days, the whole Who's Next community was able to live again together.»*



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See you from the 21st to the 24th of January 2022 | Who's Next - Paris - Porte de Versailles.

About WSN - whosnext.com

WSN Development organizes professional fashion trade shows in Paris for professionals, especially brands and distributors. In January and September, WHO'S NEXT presents ready-to-wear, accessories, beauty, and lifestyle alongside IMPACT that brings together initiatives promoting the sustainable transition. TRAFFIC is the event dedicated to solutions and innovations for distributors and brands. Since May 2021, WSN took over the organization of BIJORHCA for the BOCI along WHO'S NEXT. During the Paris Fashion Week in March and October, PREMIERE CLASSE presents fashion accessories alongside a fine ready-to-wear selection.

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