

Who's Next

IMPACT
ACT NOW FOR POSITIVE FASHION

BIJORHCA
THE INTERNATIONAL JEWELLERY SHOW

RIVIERA
PARIS



2-5 SEPT. 2022 PARIS
PORTE DE VERSAILLES

WHO'S NEXT LEAGUE EDITION 2022 :

Who's Next, IMPACT, Bijorhca et Riviera

2-5th, september 2022

This is the victory that the WSN team was expecting for this extraordinary Who's Next League. The match has been won and the participants leave the arena excited by these four days of meetings and exchanges. Hall 1 has created contacts and orders, putting the human factor back at the center. We felt a real togetherness on the field. Visitors and exhibitors played the game of this 2022 edition under the sign of the energy of sports, desire and optimism. The rebound is taking place both real and digital: this physical event has enabled a relaunch of the physical meetings that extend into digital via the CXMP platform.

The international community was there, with the great return of brands and buyers from all over the world. Who's Next with IMPACT, Bijorhca, Villa Beauté and Ulule have gained in force and consistency.

The trade show consolidated its position as a unique concept store, bringing together all the players of the fashion industry, from ready-to-wear to accessories, including beauty and jewelry. Long-time exhibitors, young creative brands, new creative start-ups, the communion was shared by all, with a real energy to meet around the values of WSN.

"This edition has returned to the origins of Who's Next. By combining business atmosphere and party moments, it allowed the community to get together.

This marks a return to pre-crisis levels for the leading European fashion event, with more than 1,050 brands presenting their collections and thus reconnecting with a strong attendance of French, European and international buyers."

Frédéric Maus, Managing Director of WSN

"We achieved a visitor experience that was both immersive and spectacular. Immersive because the visitors immediately got into the game we proposed to them by recreating, as we did, the journey of a fan who goes to the stadium. And spectacular, because this edition marks a real return of the parties. The veterans told us, it reminded them of the first editions of Who's Next. We found that mix and that intergenerational side that is also the signature of WSN events."

Boris Vey, Director of Partnerships and Events WSN



KEY FIGURES

Exhibitors:

- More than **1000** brands, of which **37%** were attending for the first time
- A balanced offer with **48%** ready-to-wear and **52%** accessories.
- **48%** France - **52%** International
- **Top 5 countries:** Spain, Italy, India, Greece, Germany
- **50%** more brands than in September 2021
- **80** brands on IMPACT, including **25%** new products
- **150** brands at Bijorhca, **25%** of which are new

Visitors:

- **+30%** more visitors than in September 2021
- **74%** from France - **26%** from abroad
- **Top 5 countries:** Belgium, Italy, Spain, Switzerland, Germany
- **22 %** of new buyers
- **68%** buyers among visitors

This return of visitors, whether they were buyers, agents, buying and trend offices, stylists and journalists, both in France and internationally, was reflected in a real positive energy and an abundance of activity throughout the stands.

Whether in ready-to-wear or accessories, Spring/Summer 2023 promises to be bright, sunny, bursting with bright colors (strong presence of green, orange, pink, turquoise). These colors are matched by an abundance and mixture of prints.

A rainbow of stylistic proposals that echoes

a desire for light, joy, optimism and renewed pleasure.

FAME, READY-TO-WEAR & ACCESSORIES A RAINBOW OF COLORS AND A VERY INTERNATIONAL CREATIVE PROPOSAL

On the field, the architecture of this ecosystem was clear and fluid.

Located at the entrance and on the wings of the FAME space, established brands such as **Léon & Harper**, **Chloé Stora**, **Majestic**, **Notshy**, **Cotélac**, **Bella Jones** were the key players in the game.

They spatially framed the creative brands in the center, with a great diversity of French brands, but also very many international ones: Spanish brands such as **Bobo Choses**, a children's brand that is also developing into adults, **Dr Bloom**, which combines colors and prints, or the swimwear brand **Bohodot**.

The Korean creators **Montsenu** et la créatrice **Céline Shen**, former finalist of the Hyères festival and her cream and black silhouettes, brought a minimalist offer with a real creative identity.

On the overall ready-to-wear sector, the major brands wanted to participate in the Spring/Summer 2023 game, including **la Fée Maraboutée**, **Imprévu**, **Red Legend** and **Moment**



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to name a few..

We find this desire for colors and this real return of the old know-how, hatters, basket makers, artisans.

The handmade and artisanal savoir-faire are honored with a strong presence of the craft and crochet universe.

IMPACT : ECO-RESPONSABILITÉ RIME AVEC INNOVATION

Launched in 2019, IMPACT gains clarity and market segmentation. The most famous brands such as 1083, the upcycled collections of **Emmaüs**, but also the new international players such as the European brand **Eti-she** (Romania). were present. The theme of eco-responsibility is everywhere and leads to an ever increasing number of references and innovations.

Many exhibitors have made alternative proposals to leather in the universe of shoes and sneakers. Many of them produce in Portugal, which coincides with a return of manufactu-



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ring in Europe.

The **MoEa** brand, for example, has developed research on cactus, pineapple, apple and grape vegetal fibers. Belonging to the same concern, **Caval** offers a range of shoes that are mismatched between right and left foot.

Who's Next x Ulule

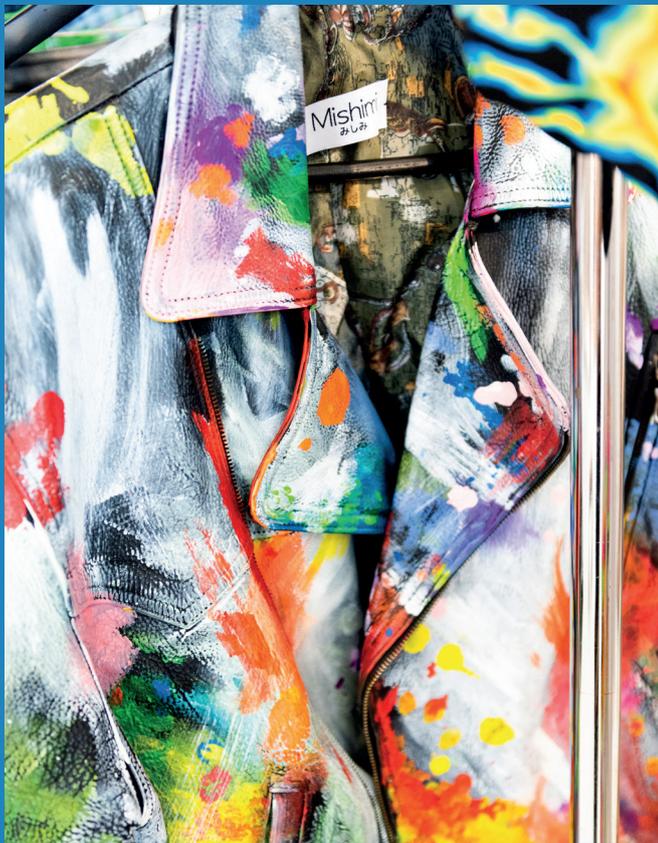
A laboratory for tomorrow's talent, the space dedicated to the Who's Next x Ulule channel, launched in 2020, brought together the proposals of young designers. Since the beginning, 135 projects have been able to reach their crowdfunding goals.

Brands that are as creative as functional, responding to the needs of our daily lives. This fashion is not only committed to sustainable development but also strongly integrates the notion of practicality.

This is true for the minimalist jewelry of **ALT**, but also for the men's swimsuits of the Marseille-based brand **Calanque Swimwear**, designed to be worn in the city with a shirt and a pair of espadrilles. It is also this zero waste



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side and a maximum of options that we find in the reusable mascara of **Pardi**, the research in vegan materials of **Oyan**, or the recycled bras of **Abacadabra**.

VILLA BEAUTÉ: NEW CONSUMPTION WAYS FOR SUSTAINABLE BEAUTY

The beauty offer has grown from 15 to 30 brands.

In this universe, eco-responsibility is no longer an option. It is fundamental.

Two trends are evident: the solid and holistic beauty. The brand **Malou & Marius** presents masks in single bags, **Maison Colette** offers a solid moisturizing cream stick, and we will also find essential oils and clays from the brand Savon **Thalia Marrakech**.

Crystal Healing proposes jewels with stones corresponding to our energetic needs and **As-trodisiac** transports us with its perfumes and medals for each astrological sign.

New practices: **Mono Skincare** has designed bottles with water-soluble prebiotic capsules that are added up to a certain level with total traceability of the ingredients.

BIJORHCA

See the *Bijorhca* press release

TALKS AND PARTIES

At the back of the arena, the talks and workshops, organized in partnership with the Fédération Française du Prêt-à-Porter Féminin, attracted a strong audience. The topics addressed both specific business issues such as responsible communication, digital solutions, and online fashion logistics, as well as in-depth subjects such as inclusiveness, sustainable beauty, and trend decoding with **Leherpeur Paris**.

Zalando, partner of this edition, was also present with its conference: Inspiration at the heart of creation.

At the end of the day, visitors and exhibitors set the dance floor on fire for parties attended by several hundreds of people.

"It's a trade show that is extremely referential, it's true that in department stores, when you're a buyer, when you work in the buying department, Who's Next is the must attend event to discover new brands, and you really have this section IMPACT which is quite interesting, that we don't find in all trade shows. In fact, I can't think of any other trade show that plays this card so strongly, or at least so



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easily identifiable for us.”

Camille Mère, Head of Buying Circular Economy, Sustainability - Galeries Lafayette

“We try to visit as many trade shows as possible, in France, Italy, and the United Kingdom. All our buyers go everywhere. But Who’s Next, historically, is really a very influential source of creativity, it’s like a compulsory passage, the door through which everyone goes to find something interesting. And then, it’s been over 30 years since H.P. France has forged the ties with Who’s Next, so there’s a bit of a family feel.”

Kaori Hanaoka, Paris global coordinator - H.P. FRANCE

“This was an incredible experience. The reception of the brand and the project from the public was amazing. They told us that the product is well-made and unique in its category. Being here has opened doors not only to the French market but also to Germany, Greece, Italy, the United States, etc. The sales and new customers have been awesome.

We hope to be here next year with a new product proposal, as we have received feedback from customers, which for us is essential to develop products and continue to amaze.”

MARIA LA BIYUX, exhibitor - ProChile

“This is the first time we participate at Who’s Next. We started in 2018 as a childrenswear brand, and since then we have participated in many international trade shows. The women’s collection is one and a half year old, and it’s true that it was excellent as a first presentation. The organization was excellent; we made excellent contacts, and we must say that we placed a good number of orders for a first time exhibitor.”

Exhibitor - THE NEW SOCIETY



From January 2023, Who's Next will take place over 3 days (instead of 4) from Saturday 21st to Monday 23rd January 2023, on the same dates as the Salon International de la Lingerie and Interfilère Paris, now operated by WSN.

In addition, from January 2023, WSN will no longer present animal fur at all its events. In line with our commitment to contribute to a more responsible fashion, and in line with our IMPACT initiative.

About:

WHO'S NEXT

Presenting twice a year, in January and September, the new collections of ready-to-wear, accessories, beauty and lifestyle brands to the fashion professionals, of which 70% are retail buyers, multi-brands, department stores and e-commerce.

Who's Next also hosts IMPACT, the event dedicated to engaged brands and solutions, and Bijorhca, the event dedicated to the jewelry market.

IMPACT

The IMPACT initiative was launched by WSN in September 2019. This space in the Who's Next trade show is dedicated to eco-responsible fashion and design, and to all positive actions in fashion for the ecological transition of the market.

Brands, manufacturers, solutions, collectives, associations, exhibitions, and talks are brought together to promote a new way of producing and consuming fashion.

BIJORHCA

Bijorhca is the bi-annual must-attend event for jewelry professionals. It is dedicated to the jewelry, watch and technical industries.



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