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PARIS, PORTE DE VERSAILLES

salon international de la lingerie

paris interfilière &

INTERFILIÈRE PARIS

SALON INTERNATIONAL DE LA LINGERIE

A SUCCESSFUL GAMBLE ! THE SALON INTERNATIONAL DE LA LINGERIE & INTERFILIÈRE PARIS ENTERED THE NEW ERA BY SEDUCING A LARGE AUDIENCE.

THE SALON INTERNATIONAL DE LA LINGERIE AND INTERFILIÈRE PARIS CLOSED THEIR DOORS ON MONDAY 23RD OF JANUARY, AFTER AN EDITION MARKED BY DYNAMISM AND THE RENEWAL OF THE ENTIRE INDUSTRY. THIS EDITION MADE OF REUNIONS CONFIRMED ITS PLACE AS AN UNMISSABLE EVENT BY WELCOMING BUYERS FROM ALL OVER THE WORLD.

‘ This January 2023 edition marked the time for renewal. We are delighted with the success of this unique event in Paris, which combined business, dynamism, conviviality and emotions. Exhibitors and buyers were very pleased with our strategy of bringing together several trade shows and praised the boldness and creativity of the scenography and the events put in place. It’s a successful gamble that opens up great viewpoints for the next editions! ’

Frédéric Maus, CEO of WSN et PDG Eurovet.

The significant attendance during the three days of trade shows also allowed us to note a diverseness of the professionals present. While maintaining their status as international leaders, the Salon International de la Lingerie and Interfilière Paris counted a large number of French buyers and new visitors attracted by the unique synergy imagined by WSN.

15 285 visitors
from 99 different countries

61,51%
international visitors

38,49%
French visitors

25,41%
of new visitors

TOP 10 BUYERS (OUTSIDE FRANCE)

01	Italy
02	Belgium
03	Germany
04	United-Kingdom
05	Spain
06	United-States
07	Netherlands
08	Switzerland
09	Turkey
10	Poland

Circulation between the halls, with the creation of the unique badge, was present. Mutual inspiration generated new energies, experiences and relationships between the different worlds.

19,21% of visitors,
of visitors, who came for Who's Next, Impact and Bijorhca, went to Hall 4.

29,47% of visitors,
of visitors, who came for the Salon International de la Lingerie & Interfilière Paris, discovered Hall 1.

As a reminder, **40 187** visitors came from 124 countries for all the trade shows: Who's Next, Impact, Neonyt Paris, Bijorhca, Salon International de la Lingerie, Interfilière Paris.

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'I am proud of the work accomplished by all the teams. This unique event in the world, which brings together the entire lingerie industry and makes France shine internationally, is an opportunity for all players in this market. For this edition, we wanted to shake the codes while keeping the values of this unmissable trade show to offer a new vision, and it was a great success. First and foremost, from a marketing point of view for the leading brands and groups, but also for the new designers exhibiting for the first time. The new shows, the conferences or the gourmet restaurant captivated our public.

Our will to position lingerie in a fashion ecosystem embodied its full meaning here. This allows us to consider new development directions and to go even further. We cannot wait to prepare the new editions; there are so many beautiful things to write about in this sector.'
Matthieu Pinet, General Manager of the Salon International de la Lingerie and Interfilière Paris

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This edition, full of new entries and innovations with a revisited space scenography, was greeted by exhibitors and buyers. The architecture and its play on colorful volumes, offering a fresh circulation in the hall, seduced all visitors. The recent Fashion Show and Conferences area established itself as a hub for meetings and exchanges.

The resolutely fashionable and creative shows thrilled a huge audience each day. The unique Forum, a source of inspiration, mixing product trends and materials, was a great success. This renewal, inspired by WSN, brought the visitors to a new dynamic.

The qualitative and creative offer of 420 exhibitors and brands, present in Hall 4 conquered premium visitors and buyers: Retailers/ Concept Store (37.08%), Manufacturer/Wholesaler/Importer (14.21%), E-commerce (7.63%) and Department Stores (5.84%).
(note that 50.81% of visitors have a function related to purchasing)

420 exhibitors & brands
68% International Lingerie Show,
32% Interfilière Paris
73% international exhibitors,
27% French exhibitors

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‘ Organizing the Salon International de la Lingerie and Interfilière Paris was a great challenge that WSN teams were proud and happy to take up. We are very pleased with this first edition, which aimed to bring WSN’s methods, organization, and energy, while keeping the codes, the values and the DNA of these unmissable trade shows, which will celebrate their 60th anniversary next year. ’

Emily Tepper Tarac, Director of Operations and CSR at WSN

By integrating the fashion sphere of WSN events, the Salon International de la Lingerie and Interfilière Paris laid the foundations of a new event format. They seduced all the players in the industry. A new era is underway and has not finished surprising!

WORDS OF THE EXHIBITORS

‘ We are delighted! Our location was perfect, and visitors came. We like the noticeable changes that were made: more modernity and harmony in the scenography, communication and entertainment. The fashion shows have been thought of as real "fashion shows" with the right casting and a new approach corresponding to today’s codes. We share this vision of lingerie in a fashion ecosystem. A nice creative energy emerged from this trade show where the entire international community of the industry was able to meet. ’

Renaud Cambuzat, Image and Creative Director Chantelle Group

‘ We are very satisfied with the show. The attendance was up to our expectations, with many French and international visitors. We found the big internationals that came before the health crisis, even if we miss the Asian buyers who cannot travel yet. The "freshening up" by WSN and the new show management was well perceived in the scenography, the involvement and the services offered. The fashion shows have evolved well. This transitional trade show has kept all its promises, and look forward to the next editions as we believe we can go even further in making lingerie evolve in a fashion ecosystem while remaining a showcase for French lingerie that radiates throughout the world. ’

Mathieu Grodner, President of Simone Pérèle

‘We were looking forward to this new edition after the health crisis and the new organization. We are lucky to be an Exposed exhibitor, so we were used to meet very qualitative buyers. But this edition exceeded our expectations! Many new and very qualitative customers and prospects, including foreign department stores and chains, elegant and modern communication and scenography, real fashion shows with a great cast, a great selection of products, perfect working conditions... It’s our best trade show ever! I again found the comfort of some of the confidential trade shows I used to attend when I started in London or the United States, but with the strength of a major international event. ’

Rachel Bouchon, President-Founder of Atelier Amour

‘ It was a great show with a strong attendance from Saturday onwards that never faltered. Our location was perfect, and our collections were well received by all French and international buyers. It was a great edition with interesting new features such as the unique, sleeker trend forum and the more fashionable and modern runway shows. ’

Sophie Knis, Marketing Manager Wacoal Europe.

‘ We were not reassured by the context (the strikes, the economic situation...). We have been exhibitors for five years, and, sincerely, we have just experienced the most dynamic show since our creation. The international vocation of this show is back. We saw some beautiful Australian stores and the return of American and Japanese buyers. The visitors were more confident with a real interest, and we noted some orders made at the booths. The show was beautiful, lively and modern while keeping a human feel. We would also like to thank the large leading groups at the entrance of the show, who created very nice booths and adapted to this new configuration to offer a nice introduction ’

Marion Toccacieli & Darren O’Rian, Icône Lingerie founders

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WORDS OF THE BUYERS

‘ As an independent boutique in New York City, we make it a point to attend the Salon International de la Lingerie to discover unique and emerging brands and meet the iconic European brands. The trade show was energizing with a real "let’s get back to life" feel. Even if the European market is very different from the one from the U.S., I feel like after two years of American consumers wearing understated basics; they are now ready to experiment with new styles, splashes of color and dive into affordable luxury. ’

Susanne Alvarado, Sugar Cookies (NYC)

‘ It was wonderful to be in Paris. I used to attend the Salon International de la Lingerie every year, but I have not been back since 2020. The show was spectacular, with lots of color, creativity and very few beige bras on the catwalk! The deep appreciation that Europeans have for beautiful lingerie showed. It was great to be inspired, and I can’t wait for Curve New York, where we will be placing most of our orders for the upcoming season. ’

Larisa Olson, Chantilly Lace (Chicago)

‘ It was an absolute pleasure for the Glamuse team to be back on the Salon International de la Lingerie finally! It is a unique moment of exchange with our partners in a contemplative and relaxed atmosphere. It is also a time to discover new talents and trends... We found this edition particularly dynamic and colorful. ’

Laetitia Monaco, Glamuse (Luxembourg)

‘ We thought the overall offer of lingerie brands was excellent we couldn’t ask for more! There was a perfect balance between leading lingerie brands and innovative emerging brands. We found some new potential suppliers, which is great, and we’re already looking forward to the next show in the summer. Not to mention, the three runway shows were amazing! ’

Martina Jameidar, Fenwick Limited (London)

‘ I find the fair evolves suitably to the market & collaborates successfully with parties to present current & future trends in the lingerie, swim and the loungewear industry. The takeaways from Interfiliere are imperative to businesses to achieve better sourcing & tracking of trends. To have a significant amount of fabric mills under one roof, layered with trend agencies implementing creative spaces to inspire, it is an absolute essential in the trade-show calendar. ’

Ceri Williams, Senior Designer at MAS Intimates (UK)

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About WSN— https://whosnext.com

WSN Développement is the company that organizes the Parisian trade shows for international fashion professionals, mainly brands and distributors. WHO'S NEXT, in January and September, presents ready-to-wear, accessories, beauty and lifestyle alongside IMPACT, the gathering of initiatives promoting the ecological and solidarity transition, and TRAFFIC, the event dedicated to solutions and innovations for fashion retailers and brands.Since May 2021, WSN has operated the organization of BIJORHCA for BOCI alongside WHO'S NEXT. During Fashion Week in March and October, PREMIERE CLASSE presents fashion accessories with a fine selection of ready-to-wear.Since July 2022, WSN has operated the organization of the International Lingerie Show and Interfilière Paris for Eurovet alongside WHO'S NEXT.