

**INTERFILIÈRE  
PARIS**

LINGERIE SWIM SPORT

**SALON INTERNATIONAL  
DE LA LINGERIE**

PARIS LINGERIE & SWIM

Who's Next  
Bijorhca  
Premiere Classe  
IMPACT  
Traffic  
DRP

**WSN**®

## Lingerie enters the WSN ecosystem

It's what everyone is talking about for January 2023. By integrating two new worlds, WSN creates a strong place for the creative industry at Porte de Versailles in Paris.

The constellation of trade shows is now enriched by the International Lingerie Tradeshow and Interfillière Paris of which their organisation was orchestrated and operated by Eurovet.

Through fashion, accessories, beauty, lifestyle and now lingerie, new synergies will now be implemented through the integration of activities with Intefilière.

Every trade show maintains its identity but now participates to a more global offer, updated without fail by multiple event propositions. "This will fit into our global strategy, explains Frederic Maus, General Director of WSN. We need to create an experiential rendezvous. More than the professional aspect of these encounters, from a purely business perspective, all these intangible exchanges will be multiplied by this strong place concentrated in a unique location. Creative businesses will now be able to provide for each other."

The General Director of Empreinte, a lingerie brand, has emphasized the importance of this new synergy made possible by the concentration in a single location, the same dates, the tradeshow covering all fashion sectors: "Eurovet has decided to confide in the gestion of operations of the International Lingerie Tradeshow (ILT) to WSN, who is already highly experienced in this domain through the organisation of numerous events in the world of textile. We can only congratulate the Eurovet direction for putting in place this synergy which will benefit exposing brands and their visitors. We are excited to be involved in the next session of the ILT in January 2023 through the WSN moniker and their team as well as to contribute as an exposing brand for the success of this next edition.

The ILT maintains all their codes and specificities in the universe of lingerie that have contributed to make the first tradeshow in the world."

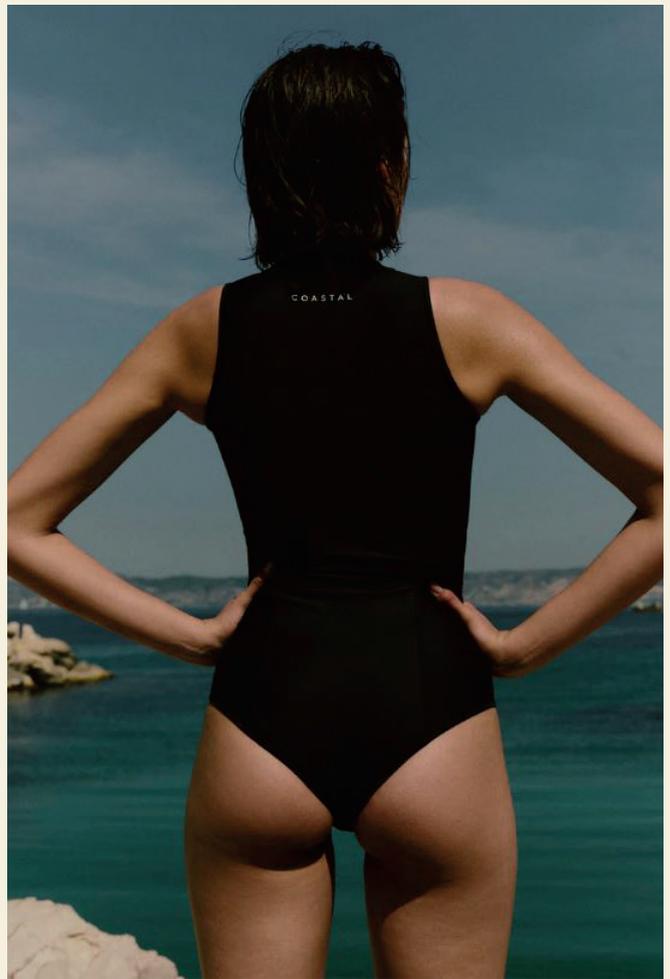


## WSN

For more than 30 years, WSN Développement is the organiser of Parisian tradeshows destined for national and international fashion professionals around the world, mainly brands and distributors.

In January and September, WHO'S NEXT presents ready-to-wear, accessories, beauty and lifestyle with IMPACT, the assembly of initiatives accentuating on the ecological and solidary transition, created in September 2019 to answer to the societal evolution towards a more ecologically responsible industry and TRAFFIC (since 2015), an event dedicated to solutions and innovations for distributors and other fashion brands. At the same time and in the same location, is BIJORHCA, specialised in jewellery and watches, who will be part of the same ecosystem.

The entrance of the ILT and Interfilière into the WSN galaxy moulds into the global strategy engaged by Frederic Maus in the shape of a permanent reinvention. This diversification is also digital, reinforced by the participative



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investment of Who's Next x Ulule. The idea is to bring, all year round, a continuity of answers and solutions for every brand category.

During the Fashion Week in March and in October, PREMIERE CLASSE will complete an offer proposition presenting fashion accessories accompanied by a fine selection of ready-to-wear in the heart of the Tuileries.

Finally, WSN initiated their opening to B2C with the recent launching of DRP, the first festival dedicated towards drop culture and destined for Gen Z, this June.



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## WHO'S NEXT

Created in 1994, WHO'S NEXT presents new collections of brands of ready-to-wear, accessories, beauty and lifestyle to fashion professionals, destined to buyers across the world.

Agents, journalists, buyers, stylists, schools, trend analysts will all meet up at Porte de Versailles for this grandiose gathering to discover the next market trends.

## Le Salon international de la lingerie

Le Salon international de la lingerie is the professional gathering and world leader in the lingerie sector. It unites brands, French and international, of Men and Women lingerie creators, loungewear, home wear and legwear. It is destined to buyers across the world, retailers, importers, department stores, pure players.

## Interfilère Paris

is the unique international rendezvous of materials, accessories and sourcing for the lingerie, swimwear and sports market. It presents industrial companies producing these materials. It addresses lingerie brands looking for sourcing for their next collections.

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