

Sapeurs and Jazz as an approach to fashion... A combination which shines through its originality, and instils a sense of freedom to the 2018 editions of Who's Next and Premiere Classe.



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We no longer need to introduce the sapeurs, but have you heard of the flappers? Even if talk of their name has become uncommon, their spirit has outlasted them. Emerging in the 1920s in America, during the Jazz Age, the flapper movement followed a path of liberation. It was a period of rebellion, but it was also an empowering time for women, who were bold enough to assert a style, which had once been forbidden. A dose of courage and a lot of flair allowed them to forge an identity, which was easily recognisable: cropped hair, cigarettes, and a lifestyle which gave them freedom.

And, at the same time, on the other side of the world, there were the sapeurs. To allude to them in conversation around you can quickly turn into a true social experience. In seconds, faces light up. Without expecting it, here and there, smiles begin to break out. Since 1918, the days of the first followers of "sapologie", these brightly coloured individuals have never stopped feeding this legend. From Congo to Guinea, passing through Gabon and Cameroon, and today even Japan, this animated "Société des Ambianceurs et des Personnes

Elégantes" (Society of Ambiance-Makers and Elegant People), became for the African continent what dandyism might have been for Europe, bringing new inspirations to the collections of Coco Chanel, or of Elsa Schiaparelli. First, a style. Then, a way of life.

Jazz sapeurs or flappers, a history of freedom

In order to celebrate this century of boldness, Who's Next and Premiere Classe are proudly featuring these liberating movements at the heart of their 2018 edition. Because beyond the ready-to-wear, to be a sapeur is to be free, to have a vision. It is to transform your body into a work of art. Many adjectives and values have encapsulated the spirit of Who's Next and Premiere Classe since their launch, and today they are particularly mirrored by... jazz. Surprising? Not at all....



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“Sapologie and jazz are two movements which stem from anti-establishment roots. Two movements which emerged simultaneously, involving men and women who were capable of reversing ideas of power and freeing themselves of cultural norms in order to write their own rules” - **Shérif Sy, founder of Atelier Meraki**

A new dynamic layout

Brought together for the first time, these two disciplines will weave together the common theme during which Who's Next will introduce a reorganised layout of its brand offer, specially reshuffled for the occasion. Motivated by Aude Chabanier, the new director of the Who's Next tradeshow, the brands and designers will be allocated according to more intuitive categories than before. “This decision follows naturally from this year's theme, which will bring a feeling of freedom into the halls as well as a real desire to shuffle things up. This new concept also allows us to establish a new itinerary through the show for our buyers and visitors, making it more accessible, more organic and less commercial. Discovery is encouraged.”



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Performances, collectives of young designers and music

Throughout the show, inspirational workshops will be combined with high-energy live performances by jazz rapper DJ CAM and the singer China Moses. L'Atelier Meraki will feature ten young designers selected for their ability to challenge notions of freedom through ready-to-wear. Among them the fitted cuts of Gagan Paul, or the mixed-heritage influences of Anissa Aida. Alongside this, the sapeur young designer collective Fripiz will explore the different facets of this complementary theme in its own way with a catwalk of a unique genre. This edition will also be an opportunity to admire a series of photo shoots produced by Atelier Meraki at New Morning - a Parisian temple of jazz - which will be showcased within the event.

Multi-disciplinary, this mix of universal influences excludes nobody, affirms Geraldine Florin, Director of Partnerships and Events: “whether wax-prints or glitter, elegant or street, anything is allowed, from the young designer to the well-established brand”. And it is exciting.



**Who's
Next.**

International fashion trade show

Premiere Classe
ACCESSORY FIRST

19-22 JAN. 2018

Paris,
Porte de Versailles



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Infos pratiques

Dates et horaires

Du vendredi 19 au dimanche 21 janvier : de 9h00 à 19h.
Le lundi 22 janvier : de 9h00 à 18h.

Lieu

VIPARIS – Porte de Versailles
1 place de la Porte de Versailles, 75015 Paris, France

Entrée

42€ en pré-enregistrement jusqu'au 18 janvier minuit
Ce badge vous donne accès aux salons Who's Next (Halls 2 & 4) et Premiere Classe (Hall 3)

Contact presse

Lappartpr
Caroline Bonnet
+33 (0)1 44 55 04 70
caroline@lappartpr.fr

Hotline

+33 (0)1 40 13 74 83
info@whosnext.com / info@premiere-classe.com



@whosnextdotcom
#WSN18
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