

Fashion Parade 5 - 8 MAR 2021



Premiere Classe

Press release
Paris, March 22nd 2021

Premiere Classe Showroom - a successful lap

Unable to hold its event at the iconic Jardin des Tuileries for the first time since its inception, Premiere Classe reinvented itself and relocated to Saint-Germain-des-Près. In the heart of the WSN offices, 27-29 rue Guénégaud, buyers and brands met and exchanged during four novel days.

A whimsical circus and parade theme, Premiere Classe reinterpreted circus codes in an artistic and bold approach. Illustrations were designed by Théophile Sutter and brought to life alongside the Circassian archives of recent decades. Right from the entrance, buyers and brands dove into an immersive experience where sound and light were placed at the essence of a unique representation of the enchanted world.



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Implementing mandatory appointments, a buyer selection process and a promotion of partnered showrooms many new techniques were put in place to offer a solution in these delicate times.

Throughout this event, WSN proved the importance of in person meetings and the value of human contact in a sector that has been critically touched by the health crisis.



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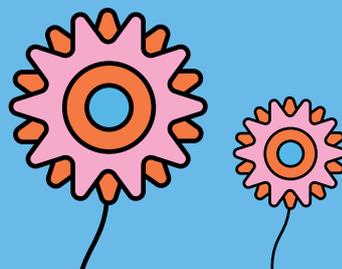
Stationed in their head offices, which they rearranged and adapted to include considerable security to protect visitors from current sanitary issues, Premiere Classe was able to offer its buyers and visitors an intimate experience by appointment.

It is with undying resilience, perseverance and flexibility that they pulled through and were able to host a sanitary event that responded to the needs of the WSN community.



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It is in this positive, optimistic, and friendly atmosphere that exchanges were able to be made, showing now more than ever that we are stronger together.



If international buyers weren't able to travel, French purchasing offices and correspondence made the trip allowing brands to make orders for Japanese, Chinese and Hong Kong based boutiques.

Those who were not able to make it to this edition will be able to discover shoe, leather goods, ready to wear, jewelry and accessory textile collections as a whole in the next few days thanks to a brand report that was shot in the new photoshoot studio of WSN.

Using the 12th century wall of Philippe Auguste as an incredible backdrop, the studio aims to help brands shoot their products and create content.



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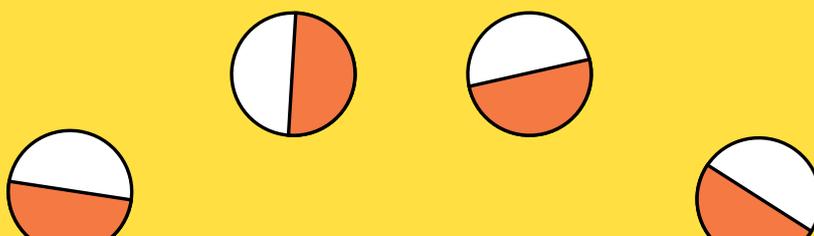
It is after four days of good humor and optimism that the Premiere Classe parade was held. Save the date: WSN looks forward to seeing you during June 2021 fashion week for a new round of the track.



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Around 500 buyers came to the appointment:

805 appointments in 4 days.

88% France : 60% Ile-de-France, 40% province

12% outside France (Italie, Japon correspondants, Switzerland, Belgium)

BAY CREWS – BEAMS – BIBA - BIRDY PARIS - BRAND BAZAR - BY MARIE - GALERIES LAFAYETTE – ISETAN - L'EXCEPTION - LA REDOUTE – LCM - LE BON MARCHÉ – MERCI - PLACE DES TENDANCES – SMALLABLE - THE CONRAN SHOP – TOMORROWLAND - UNITED ARROWS – VICTOIRE...

Brands of Premiere Classe #showroom:

ANTHONY PETO - APRIL PLEASE - ARIANE LESPIRE - ATELIER MERCADAL PARIS - AU DELÀ DU CUIR (ADC) - BE PARISIAN - BLUNDSTONE - BOULBAR - BY JOHANNE - CAHU - CAVAL - CHIE MIHARA - CHOUSHU - CREATIS - D'ESTRÉE - FRANCISCO FÉLIX - GI'N'GI - GREVI - HERBERT FRERE SOEUR - INOUI EDITIONS - KING TARTUFOLI - L'INDOCHINEUR - LA FEE PARISIENNE - LAULHÈRE - LE SOULOR - LÉA CLÉMENT - LES PRAIRIES DE PARIS - LETOL - LORENZO MASIERO - LOUISE HENDRICKS - LOUVREUSE - MACON&LESQUOY - MAIMAI - MAISON FABRE - MAJO - MEHER KAKALIA - MEXICANA - MICHELE & HOVEN - MONSIEUR CHARLI - MUJA JUMA - O.T.A. - OCTOGONY - PAR COEUR - PARABOOT - PETRUSSE PARIS - POESIE VENEZIANE - SESSILE - SOPHIE DESCHAMPS BIJOUX - STORIATIPIC - STURLINI - TRAITS PARIS - VIRGINIE BERMAN

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