

Press release
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02—04.07
Paris, Porte de Versailles

INTERFILIÈRE
PARIS

CURVE
PARIS

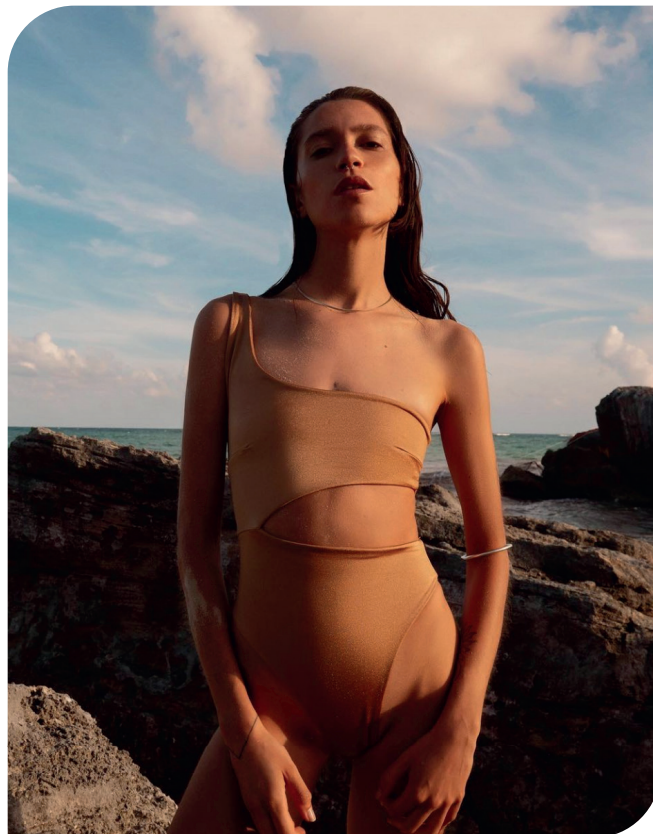
CURVE PARIS AND INTERFILIÈRE PARIS WILL TAKE PLACE FROM THE 2ND TO THE 4TH OF JULY 2023, HALL 5, PORTE DE VERSAILLES IN PARIS.

The Salon International de la Lingerie presents its summer edition with a selective and trendy redesigned summer offer: Lingerie, Swim, Resort, Activewear, Accessories, Beauty and Lifestyle collections.

Planned for July, Curve Paris and Interfilière Paris make the strategic choice to keep these key dates, for retailers and brands, at the heart of the buying scene.

By renaming the show, Curve Paris, WSN leans on a strong brand in the United States (Curve New-York & Curve Los-Angeles) that has developed respected events. This new Parisian summer event is intended to be a Resort Summer concept store, a real summer kit for buyers for the SS24 season.

WSN marks the start of a new global experience, with its complete, attractive and international summer offer, from new designers to industry leaders, and over 40 different product assortments.



Casa Jaguar Swim



Her Senses

With its aspiration to be a real guide and reference for the market, Curve Paris aims to open up new horizons by offering a place for exchange, inspiration, business, conviviality and celebration, as well as a physical temple to wholesale, a major distribution channel.

This new edition, the trade shows will welcome over 350 exhibitors of materials and products. More than **150 brands** are expected at Curve Paris and nearly **200 exhibitors** on Interfilière in the various sectors (textiles, accessories, manufacturing, etc.)

ABOUT CURVE PARIS ...

Atelier Amour – Analina – Acquadicocco – Bagatelle France – Casa Jaguar Swim – Chantelle – Chamade – Crème Su – Giacomo Casanova – Her Senses – Huit – Khaven – Louisa Bracq – Lenny Niemayer – Le Journal Intime – Love and Swans – Mare Switzerland – Maryan Mehlhorn – Melissa Odabash – Natori – Oscalito – Ott. – Paloma Casile – Pierre Mantoux – Raffaella d'Angelo – Revivre – Scarlett Atelier – Serpentina Bikini – Undress Code ...

ABOUT INTERFILIÈRE PARIS...

Santoul – Embrex Ltd. – Muehlmeier Bodyshaping GmbH – Innova Fabrics – Preformatex Grupo Madolaz – Bischoff – Rimteks – Sanko Tekstil – Antik Dantel – Sakae Lace Hk Ltd – Willy Hermann – Superfine – Sophie Hallette – Maglificio Alto Milanese – Rocle By Isabella Penn Italia – Deveau – Gayou International – Chanty – Eurotextile – Maison Leveque – Bugis – Bernini Studio – Fujian Unitex Technology – Noyon – Eurostick – Boselli & C. – Innotex Merkel & Rau ...

SOLEIL AU ZENITH!

In an exotic scene, Curve Paris and Interfilière will feature the Exposed selection, two trend forums, conferences on innovative concepts, a unique immersive experience and a unique program of entertainment.

'THE SET DESIGN'

By Costa Molinos studio, will create an aestival atmosphere, with a play of net curtains outlining the different areas in a light-hearted way. The carpet, remarkably realistic, will also tell the story of a paradisiacal beach between thin sand and turquoise water indoors.

OUTDOORS

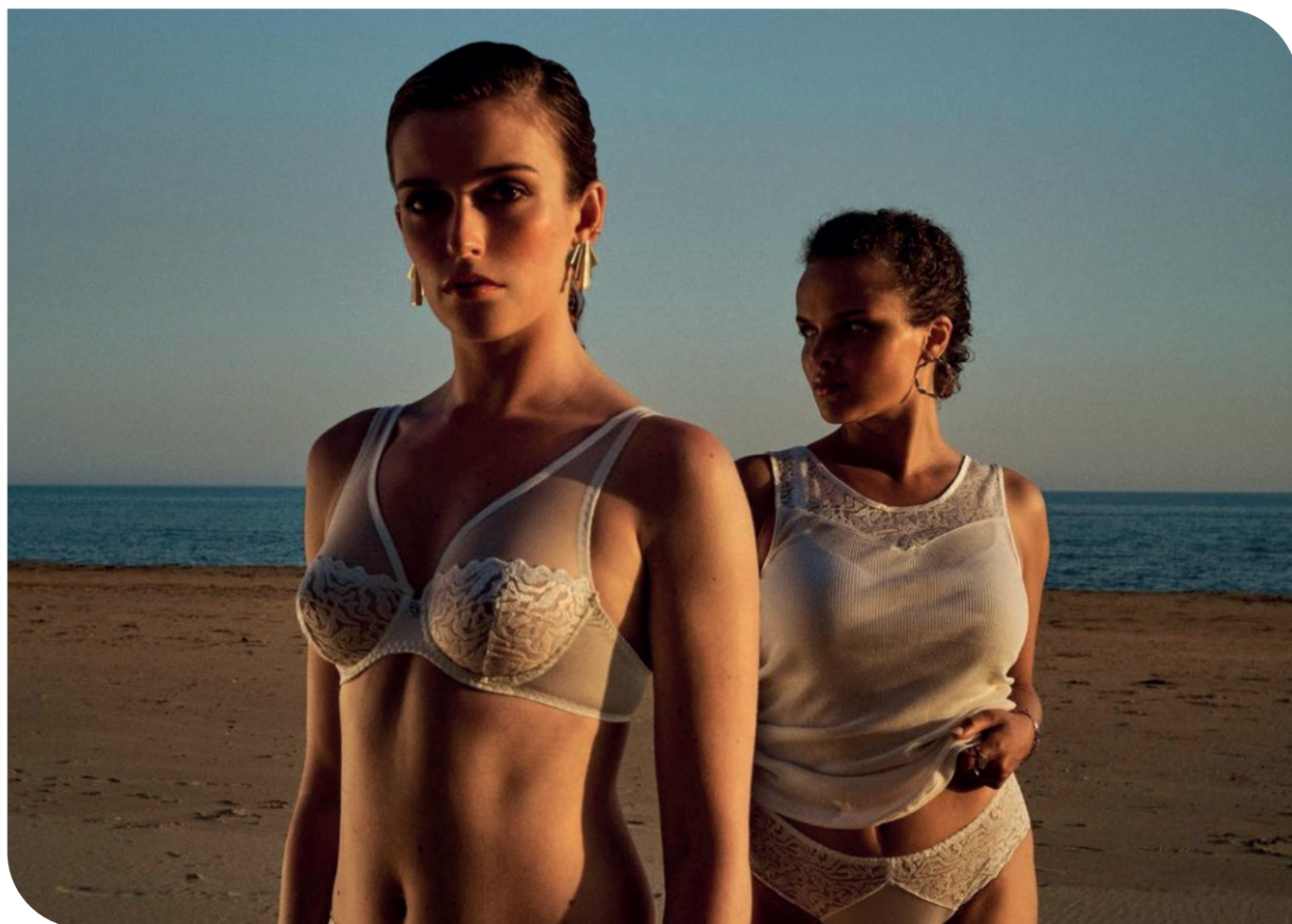
There will be a festive atmosphere with food trucks and 100% summery entertainment. A private evening party for exhibitors and buyers will also be organized at the Perchoir Porte de Versailles.

EXPOSED

The alternative event that selects cutting-edge lingerie, swimwear, loungewear, activewear and lifestyle brands for industry professionals, will reveal a unique selection of the finest brands, mixing fashion news from leading groups with extremely creative emerging brands. By re-inventing the «trade show» format, Exposed uncovers tomorrow's trends and establishes itself as a key event for international buyers.

AN NEW IMMERSIVE EXPERIENCE

IT will be presented in the «Curve Capsule», with an original program of inspiring projections.



Louisa Bracq

THE TENDANCES CURVE PARIS FORUM

Directed by Vanessa Causse, it will guide buyers to the must-have products of the season, through a selection of Summer 2024 and 5 key trends.

'BOBBIN LACES'

Precious, fine laces where patterns become organic for a new, more abstract floral design. Bobbin laces come in light palettes to blend with all skin tones. They are sophisticated and refined, combined with colorful elastic finishes. Over-lappings of materials for a more joyful, modern approach to lace, with a light touch!

'GILDING RITUALS'

Golden finishes warm up silhouettes and bestow them with sophistication. Outfits are adorned with jewels or ornaments. All shades of gold can be found on timeless products that can be combined with ready-to-wear.

'COLORING HORTICULTURE'

All the hues and shades of the garden coloring textiles and offering patterns inspired by natural dyes. Tie & dye and shibori techniques translate irregular, creative patterns into artistic ensembles where colors come alive.

'BEADING BLINGS'

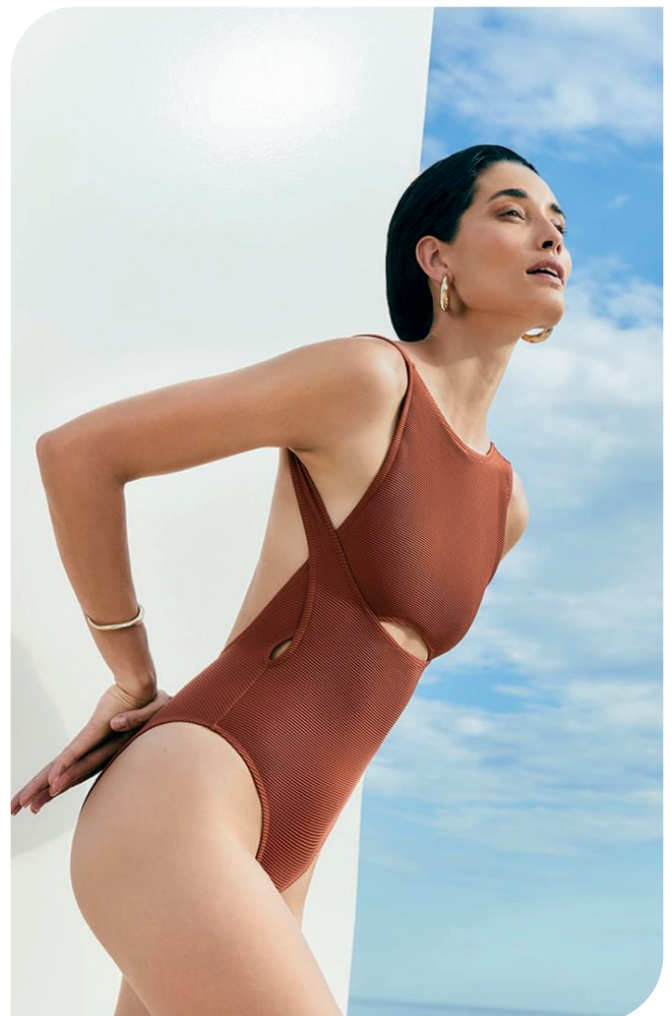
Festive pieces for special occasions, a desire to enjoy life, for joyful, colorful fashion! Between jewelry and haute-couture, where sequins and pearls invent new patterns, mix colors and offer daring combinations. A new way to wear lingerie and beachwear with joy!

'BLOCK PRINTING'

Ancestral techniques such as block printing inspire placement patterns. Prints are present and strong, for an assertive look. Colors and designs come in warm, earthy tones for graphic illustrations!



Crème Su



Lenny Niemeyer



THE PARIS INTERFILIÈRE FORUM

Created by Jos Berry of Concepts Paris, presents 5 major material trends for the Autumn–Winter 2024–25 season, based on the theme of desire.

'DESIRE TO SEDUCE'

Lace bewitches leisure and the beach. Demand is growing for designs and patterns in embroidery, lace, thermo-cutting... Under the spotlight: placed prints and accessories for beachwear. This trend opens up new perspectives for luxury lingerie with the return of silk, satin, sequins and accessories such as feathers.

'DESIRE TO ESCAPE'

The growing interest for the colors and rhythms of the southern hemisphere is accompanied by a desire to escape, initiated by new classifications such as Resortwear. Jacquard toweling makes a comeback. Large-scale Rascheltronic lace is on the rise, and pleated textures are developing strongly for the beach. The trend extends to knitwear with pronounced ribbing for loungewear and the new shiny jersey with Ottoman ribbing.

'DESIRE TO SLOW DOWN'

The perfect example of a new generation of ultra-light, highly elastic fabrics: jelly knits. The focus is also on natural knitwear, combining noble yarns such as cotton, merino wool or cashmere with cellulose and elastane for support. Ideal for versatile knitwear. Nightwear is warm with woven and brushed knits in soft colors and openwork cotton knits. Alongside cotton, demand is growing for luxurious Merino wool blends for thermal and active lingerie.

'DESIRE TO REBEL'

Rainbow stripes, soft and colorful mohair, patchworks and warp and weft for a fashion style that celebrates simple, unrestrained fun.

'DESIRE TO BE STRONG'

The circular and flat knits are back for a fixed support and a specific decoration. Anti-perspirant, anti-bacterial and anti-UV fabrics are also a priority. Everything that glitters is making a mark in the world of athleisure, with some new accessories and surface treatments: glazed finishes on knitwear, featherweight vinyls, etc.

THE CONFERENCES OF THE CURVE PARIS ET INTERFILIÈRE PARIS TRADE SHOWS

They are adapted to the ever-changing Lingerie & Swim new entries and offer visitors a real source of inspiration and an answer to many issues.

TO THE PROGRAM!

SUNDAY 11AM

– Swimsuit, is it a feminist subject? What are the codes of society to embody?

SUNDAY 3PM

– Product categories, new instructions for product offer for a market in phase with our lifestyles. Let's decipher!

MONDAY 11AM

– Textile Innovations / 3D prints from Interfilière Paris

MONDAY 2PM

– Retailers Round Table / Let's listen to our precious advisors for customers and brands

MONDAY 5PM

– Interfilière Paris Trend Conference: Power of Colour SS25 / Jos Berry from Concept Paris

TUESDAY 11AM

– Deciphering and seizing the Summer 2024 market trends by Vanessa Causse

TUESDAY 14H00

– CSR Contours and Limits by the Fédération de la Maille, Lingerie & Swimwear





Anatina

Moreover, Interfilière Paris and Texworld are announcing the creation of a common badge in order to offer the best experience possible to buyers by easing the circulation and creating a real sourcing stronghold at Porte de Versailles.

SEE YOU ON JULY 2, 3 AND 4!

To obtain your media accreditation:
<https://curve-ifl.wsn.community/fr>

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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 along with a fine selection of ready-to-wear.

Since July 2022, WSN has operated the organization of the International Lingerie Show, Curve Paris and Interfilière Paris for Eurovet.