

PRESS RELEASE
PARIS, 31st AUGUST 2017

 **Who's
Next.**

Premiere Classe

8_11
sept. 2017

Paris,
Porte de Versailles



whosnext.com
@whosnextdotcom

WHO'S NEXT is the tradeshow where French and international ready-to-wear collections exhibit side by side in 5 distinctive areas : FAME, PRIVATE, TRENDY, URBAN et STUDIO.

PREMIERE CLASSE uncovers the accessory trends of the coming season. Known for its high-class selection, the tradeshow selects jewellery, shoes, bags and accessory brands and designers based on their creativity, originality and style.



premiere-classe.com
@premiereclasseparis

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Who's Next & Premiere Classe: Putting the spotlight on Asian fashion.

Join Who's Next & Premiere Classe for the unmissable event highlighting Asian fashion. A real trend-setter, Asia is known worldwide for its creative and cutting-edge brands. It is therefore natural that Who's Next & Premiere Classe have become a unique springboard for Asian brands, with a selection exhibiting at the next edition of the trade shows from the 8th to the 11th September 2017 taking place in the heart of Paris, the Fashion Capital. Five Asian countries will be represented through their creations, pieces and original events; Japan, Korea, Taiwan, the Philippines and Thailand will wow you with their on-trend collections and hottest talents.

JAPAN

Japanese fashion comes to the Laforet Harajuku area

hall 3 – Stand 141 -159

Sometimes a bit crazy but often trendy and at the fashion forefront, Japanese fashion is a source of inspiration for designers all over the world. If you've never had the chance to go to Tokyo Fashion Week, don't miss this opportunity to visit the Japanese area by Laforet Harajuku. On the occasion of its 40th anniversary in 2018, the concept store, a style-pioneer, will present 21 on-trend brands (ready-to-wear and fashion accessories) representative of the streetwear culture in the Harajuku district of Tokyo. These Japanese designers will exhibit their creations ("Kawaii", «Lolita», «Street», «Grunge», «Gothique») and will put on some impressive events throughout the trade show. Laforet Harajuku and Who's Next & Premiere Classe have also come up with an initiative for the general public; a selection of pieces will be exhibited as a pop-up in the boutique L'Exception (Forum des Halles, 24 rue berger Paris), from 23rd September to the 3rd October 2017.

KOREA

Jewellery area with the Korean Mishell Showroom - Premiere Classe

hall 3 – facing Fashion Solutions Stands

If you're a lover of fine jewellery, head to the "Mishell" Showroom, home to our Korean jewellery collection. Over a space of 130m², 16 designers will present their most beautiful creations, ranging from traditional pieces to more innovative ones. From classical-inspired necklaces set with precious stones, to fantasy-esque modern pieces, there's something for all tastes and styles.



JAPAN - Batty Garage by Aymmys
hall 3 – Stand 141 -159



KOREA - Aznavour . Grain de Beauté
hall 3 – facing Fashion Solutions Stands

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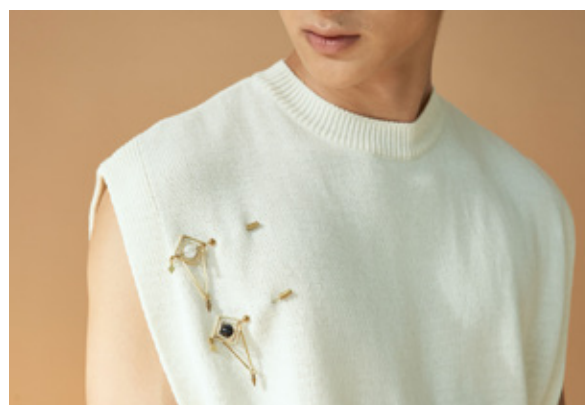
PHILIPPINES - Mia Arcenas
hall 3 – stands 340 - 449

PHILIPPINES

Accessories at the Philippine Village by Agency le bon mot -
Premiere Classe

hall 3 – stands 340 - 449

Embark on a discovery of Philippine craftsmanship and artisanal expertise with the 11 accessory designers on show. Wooden jewellery, tribal-inspired necklaces set with semi-precious stones, ethnic-inspired earrings made from material embroidered with pearls, pretty woven pouches, crochet bags, colourful espadrilles made with natural fibres...



TAIWAN - Agaric Garden
Hall 3 - facing the start-up village/Fashion Solutions

TAIWAN

« Mode in Taiwan » - Premiere Classe

Hall 3 - facing the start-up village/Fashion Solutions

Dive into the bold world of Taiwanese fashion with 6 young ready-to-wear and accessory designers. With the support of the Taiwan Textile Federation and export-support associations, these designers unveil their dazzling and original collections at their individual stands at the trade show



THAILAND - Karima Bi
Hall 3 - facing the start-up village/Fashion Solutions

THAILAND

Thai designers - Premiere Classe

Hall 3 - facing the start-up village/Fashion Solutions

At the crossroads between Asian and Western fashion, Bangkok establishes itself year after year as one of the fashion capitals of the world as well as a strong fashion hub thanks to the creativity of the local stylists. Who's Next & Premiere Classe will present 10 new Thai designers selected via the project Designers' Room 2017, whose objective is to support young brands develop at an international level. A mixture of Thai traditions and contemporary influences, these designers will present their specialist, inventive and innovative collections. Not to be missed!

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LIST OF BRANDS BY COUNTRY / GROUPINGS:

JAPON

Stand Laforet Harajuku

HARAJUKU KAWAII

Angelic Pretty on Instagram, Facebook and Twitter.
Baby, the stars shine bright on Instagram, Facebook and Twitter.
Nile Perch on Instagram, Facebook and Twitter

HARAJUKU STREET

H>Fractal on Instagram, Facebook and Twitter
RoseMarie Seoir on Instagram, Facebook and Twitter
Hare on Instagram, Facebook and Twitter
XLarge on Instagram, Facebook and Twitter

CREATOR

Wall on Instagram, Facebook and Twitter
Jane Marple on Instagram and Twitter

LADIES YOUNG CASUAL

E hyphen world galerie BonBon on Instagram, Facebook and Twitter
Majestic Legon on Instagram, Facebook and Twitter
Batty garage by aymmys on Instagram, Facebook and Twitter
Ank Rouge on Instagram, Facebook and Twitter
Jouetie on Instagram, Facebook and Twitter
X-Girl on Instagram, Facebook and Twitter

LADIES MIDDLE CASUAL

Gelato Pique on Instagram, Facebook and Twitter
Fur Fur on Instagram, Facebook and Twitter

FASHION GOODS

Honey Salon on Instagram, Facebook and Twitter
Kaori No Mori on Instagram, Facebook and Twitter
Ciara on Instagram,
Keora Keora on Instagram, Facebook and Twitter
Feast Gomi Hayakawa on Instagram and Twitter

FOOD

Café Crêpe sur Facebook et Twitter

PHILIPPINES

Village Philippin by Agence le bon mot

Natalya Lagdameo
Joyce Makitalo
Merriam Batara
Otsirav'e by Carlo Evaristo
Katrina Delantar
Filip + Inna
Neil Filipp
Ethnique
Tali Handmade
Mia Arcenas
Wataru

CORÉE

Showroom Mishell

NARA (MUAH)
Lonnie Korea
JUVERO
NUANCE
DeForest
Aznavour (GRAIN DE BEAUTE)
Catsi Annacri
TOP
Green
NABIST (MILLJE)
NOBLEE
IYAGI INC (47 B.Ag)
Humming J
DRE AN Co.,Ltd
MISHELL
RF Collection

TAÏWAN

Agaric Garden (sur PC)
Black Taylor (sur PC)
Handos (sur PC)
Leasding Role (sur PC)
Olivia Yao Jewellery (sur PC)
Ovklab (sur WSN)
Tsung Yu Chan (sur WSN)
West Village (sur PC)
Ysanne (sur WSN)

THAÏLANDE

Arquetype
Caso
Janfive Studio
Karima
La Jewelry
La Orr
Lala Love
Plinn
Pym Jewellery
Simpl

PRESS RELEASE
PARIS, 21st JULY 2017



Who's Next.

International fashion trade show

Premiere Classe
ACCESSORY FIRST

8_11
sept. 2017

Paris,
Porte de Versailles



@premiereclasseparis
#PremiereClasse
premiere-classe.com



Practical Information

Dates and Opening times

Friday 8th to Sunday 10th September: 9am to 7pm

Monday 11th September: 9am to 6pm

Location

VIPARIS – Porte de Versailles

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

Entry Fee

€42 when pre-registered, open until midnight 7th September

This badge gives you access to Who's Next (Halls 2 & 4) and Premiere Classe (Hall 3) trade shows.

Press contact

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