

**PRESS RELEASE**  
PARIS, 21st JULY 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

## From September, we will be introducing our series of wholesale and retail solutions at Who's Next and Premiere Classe.

From September, Who's Next and Premiere Classe are doing more to support their exhibitors and visitors by creating opportunities to exchange information and to find real retail and wholesale solutions.

### *New conferences theme : #successtories #business*

Espace conférence, hall 3

#### #Success Story - European retailers

**French and international Select Shops.** Massimiliano Giannelli, founder of Societe Anonyme and Olivier Amsellem co-founder of Jogging will share their experience and how their boutiques have become reference points in the retail industry.

Friday 8th September, 2pm

#### #Success Story - French retailers

We will put the focus on **independent retailers**, in partnership with the Fédération Nationale de l'Habillement (National Clothing and Textile Federation).

Sunday 10th September, 2pm.

#### #Success Story e-commerce best practice

Jessica Delpirou, Director of Made.com France, will present **Retailers and e-commerce best practices** along with Geoffrey Bruyère, Mediator and Co-founder of the website Bonne Gueule.

Monday 11th September, 2pm

#### #Business

**Brands and retailers, how to best work together?**

Sunday 10th September, 4.15pm



Geoffrey Bruyère, Co-founder of the website Bonne Gueule

#### #Business

What are the new rules of wholesale? How can wholesale professionals adapt to them?

**The (r)evolution of wholesale and how to better sell fashion**, a study by the Fédération Française du Prêt à Porter Féminin (The French Federation of Women's ready-to-wear), with the support from DEFI ; and presented by Gaëlle de la Fosse, Partner at Roland Berger. This conference will be followed by a panel discussion with Emmanuelle Axer, Director of Série Noire and Maisons de Mode; Oliver Axer, Founder and Manager of Série Noire and Joint Director of Maisons de Mode; Patrick Aboukrat, Founder of Aboudabibazar; Catherine Mac Garry, Founder of the agency Brand Office 360; Jean-Marc André, Director of Marketing and Communication at WSN Développement; and François-Marie Grau, General Delegate of the Fédération Française du Prêt à Porter Féminin.

Sunday 10th September, 12:15pm

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Première Classe



WSNPC Conference Room

***Fashion Solutions: a new area dedicated to business solutions and networking***

The new Fashion Solutions area located in Hall 3 will present dynamic business solutions for both French and international brands and buyers.

- 30 companies offering concrete solutions for merchandising and other services
- 40 planned workshops to take place over the 4 days
- Matchmaking between well-suited professionals
- An area dedicated to networking
- A start-up village

***Supporting brands up to the point of sale***

For the first time, Who's Next and Première Classe will help a selection of brands develop their wholesale and retail business by giving them the opportunity to both exhibit B2B in tradeshows and to sell B2C online.

The tradeshows will soon announce and present the exciting collaboration with La Redoute's La Brand Boutique.

***A new dimension of the Trend's Forum***

For the coming edition in September 2017, Who's Next is collaborating with the agency Trend Union to create a new service area : The "Gallery Store", situated in the heart of Hall 4.

An updated trends area giving visitors a new perspective on retail, providing information on innovative ways to present a product, or the furniture that will highlight the collection but also information on the situation of retail today.

Who's Next and Première Classe are supporting this evolution by putting human interaction back at the centre of communication and discovery in order to create an interdisciplinary environment where skills and knowledge complement each other.

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**Who's Next.**

International fashion trade show

**Premiere Classe**  
ACCESSORY FIRST

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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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