



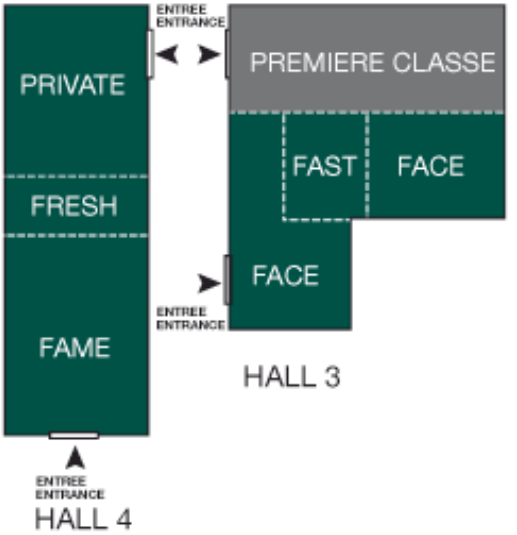
# THE BEST OF FASHION IN PARIS

A troublemaker and fashion trendsetter in the world of trade shows for the last 18 years, WHO'S NEXT keeps unveiling, twice a year, the many facets of international fashion in a transversal and eccentric way. Stimulated by Paris' creative energy and its unique spirit, WHO'S NEXT, the eclectic and electric trade show, gathers tomorrow's best fashion offer in a unique place. From famous womenswear designers to mythical streetwear labels, from ultra trendy collections to conceptual brands, WHO'S NEXT offers, from January, Thursday 24th to Sunday 27th 08, the most comprehensive and exclusive fashion offer of first session Paris trade shows.

## A BREATH OF FASHION AIR IN THE HEART OF PARIS EXPO

For its 27th edition, WHO'S NEXT is once again reunited with PREMIERE CLASSE in halls 3 & 4 on 45,000 sq. m. of gross surface. A clear, dynamic and well-coordinated product offer between both halls, a chic and refined stage-design, as many elements that will help buyers make the most of the trade show.

650 brands will be presenting their Fall/Winter 08 collections, via WHO'S NEXT's five creation areas. FAME, FRESH and PRIVATE will be overtaking hall 4, whereas FAST and FACE will be sharing hall 3 with PREMIERE CLASSE, presenting its own selection of 450 accessory designers.



## WHO'S NEXT, AN ESSENTIAL STEP FOR SALES

Because a year counts multiple purchasing periods and brand sales forces need to be relieved, WHO'S NEXT, as a professional trade show, has established itself as a major purchasing place and business tool. More than a simple image vector and platform for professional meetings, WHO'S NEXT appears as a huge international sales showroom, bringing new and creative information, as well as favouring a purchasing atmosphere.



## FAST CONSOLIDATES ITS PRODUCT POSITIONING

50 brands - 300 sq.m. of implemented surface  
1,500 sq. m. of gross surface

By reuniting an exclusive selection of mythical brands and young talents coming from the contemporary streetwear scene, FAST has been presenting, for two seasons, conceptual labels with a strong personality. Presented as a mix of jewel cases and exhibition spaces, the FAST booths promote the key products of each collection, helping buyers in their work. The success of this new configuration, both for visitors and exhibitors, has lead to a greater volume of placed orders in this universe. This phenomenon is all the more tangible as some of the brands have chosen WHO'S NEXT as their unique place of exhibition. In January, FAST, installed in the heart of hall 3, will be a prerequisite for all the buyers, a creation lung surrounded by the leading 15/25 market brands exhibited in FACE.

TO BE DISCOVERED : LOREAK MENDIAN (ESP), SPITFIRE (UK), CREATIVE RECREATION (US), FRED PERRY (UK), LAZY OAF (UK), DOUBLE GOOSE (FR), POINTER FOOTWEAR (UK)...



## FACE FOCUSES ON EXCLUSIVE BRANDS

180 brands - 4,500 sq. m. of implemented surface  
10,000 sq. m. of gross surface



FAST's logical extension, FACE welcomes famous brands for which the marketing dimension remains essential as part of the sales strategy. Meeting point of premium collections, authentic brands and small trendy brands, in January 08, FACE makes its selection more exclusive by deliberately limiting its exhibition surface.

Close to PREMIERE CLASSE, the FACE and FAST brands, also presenting numerous accessory collections, will be challenged into touching a new category of buyers.

**NEWCOMERS** : PUMA (ALL), TRETORN (SWE), DICKIES (USA), TOKI DOKI (IT), BEN SHERMAN (UK), 55 DSL (IT), FILA (IT)...

**AND ALWAYS** : CONVERSE, VEJA, DESIGUAL, TIMEZONE, WOOLRICH, CIMARRON, LOIS, FEIYUE, GEORGE GINA & LUCY...



## FRESH

### RENEWES ITS OFFER

100 brands - 600 sq. m. of implemented surface  
2,000 sq. m. of gross surface

As the lab of emerging trends, young designers and conceptual brands, FRESH has supported and defended the new international guard for eleven years.

Important brand transfers from the FRESH to the FAME creation area, some of the brands having gained the necessary business maturity to make this much-coveted step, characterize the January 08 session. This turnover has lead to a more concentrated selection with more than 35 % new brands.

**NEWCOMERS** : VALENTINE GAUTHIER (FR), LIZA KORN (FR), CECILIE MARIA MARTENSEN (DK), AUREA RIVELA (ESP), NORGMARK (DK), MAUD & MARJORIE (FR), DAYDREAM NATION (HK)

**AND ALWAYS** : 2OR+BYAT, AB IRATO, D.CO COPENHAGEN, LIN, MALABABA, MISÉRICORDIA, NACO, LUCAS DU TERTRE



## FAME

### ATTRACTS 2nd SESSION BRANDS

160 brands – 3,600 sq. m. of implemented surface  
7,500 sq. m. of gross surface

As the favourite creation area of famous designer brands, FAME presents high-quality and exclusive collections oriented towards a very selective distribution, made of multi-brand designer boutiques and department stores.

The January 08 session will be welcoming new and creative brands. Also relevant: some 2nd session brands have expressed their wish to widen their business range by exhibiting at FAME.

**NEWCOMERS** : ADD (IT), MER DU NORD (BEL), PINK SODA (UK), ANTIK BATIK (FR), FATIMA GUERROUT (FR), CRUMPET (UK), DESIGNERS REMIX (DK), 25 BROOME ST. TRANSFERRED FROM FRESH : EURYTHMIC (FR), DAVID HERMELIN (FR), CIRCUS & CO (FR), KARINE JEAN (FR), ELLIOT MANN (USA)

**AND ALWAYS** : AMERICAN RETRO, ZOE T'S, BA&SH, BENSIMON COLLECTION, COBSON IMAGE, ET VOUS, EROS, FATIMA LOPES, FILIPPA K, JÉRÔME L'HUILLIER, PAUL & JOE SISTER...



## PRIVATE

### OFFERS AN EVERMORE INTERNATIONAL SELECTION

160 brands – 3,600 sq. m. of implemented surface  
7,500 sq. m. of gross surface

With the creation of PRIVATE in February 2006, WHO'S NEXT has strengthened its position on leading fashion products. This creation sector gathers a selection of leading brands of the textile industry that wish to develop on an international scale.

In January 08, PRIVATE opens up to new international brands, among which Italian and Korean brands, presenting very accomplished collections.

**NEWCOMERS** : RENATO NUCCI (FR), DEPT (NL), TRUCCO (ESP), LUCIDEZ (BR), OLIVE DES OLIVE (KR), CHRISTIA (IT)

**AND ALWAYS** : AMERICAN VINTAGE, AP - BRUPHILS, BY ZOE, DIAB'LESS, DIMENSION, I BLUES, LA MAISON DE LA FAUSSE FOURRURE, NOA NOA, STEFAN GREEN, SARAH PACINI...



### WHO'S NEXT SUPPORTS YOUNG DESIGNERS

Since the very beginning, WHO'S NEXT has always tried to help young designers by supporting them in their entrepreneurial task. A mission that goes together with its role as "talent spotter". This season, the FRESH and FAST creation areas are inviting 15 young talents to present their collections on specific lounges. Selected according to creativity, novelty and originality standards, the brands also need to be solid in terms of production.

FRESH and FAST will also be providing "young designer packs" for companies that are less than two years old. Each session, up to 10





designers are offered a booth at a special discount price. This applies two sessions in a row.

THE SELECTED BRANDS TO BE EXHIBITED IN FAST AND FRESH WILL BE ANNOUNCED IN DECEMBER.



THE WHO’S NEXT & MYSPACE.COM  
YOUNG DESIGNER CONTEST GOES INTERNATIONAL

WHO’S NEXT and the world’s leading social network, MYSPACE.COM, partners for the last two sessions, are organizing a new session of their young designer contest initiated in September 07. Aimed at fashion fans who are not yet professionals, this contest gives 4 designers the opportunity to exhibit at WHO’S NEXT and face a public made of fashion and accessory professionals.  
With more than 100 candidates, the operation proved very successful last September. That’s why the organizers have decided to internationalise this concept in January.

A jury composed of WHO’S NEXT and MYSPACE.COM professionals, without forgetting internauts, will be selecting 2 French designers and 2 English designers who’ll be exhibiting for free at WHO’S NEXT and in London, from February 10th to 16th during the British Fashion trade shows.



ONLINE CONTEST OPEN UNTIL DECEMBER 17TH  
ON THE MYSPACE.COM/FASHIONBOUDOIR FORUM

WHO’S NEXT & BETHE1  
RELAUNCH THE EMPLOYMENT SPEED DATING!

For the second session in a row, WHO’S NEXT links up with BE THE 1, the online recruitment leader in the fields of fashion, beauty, decoration and distribution. Together, they reinvent job interviews and offer a fun and original way of optimising networking: the employment speed-dating. Inspired by the American model, these quick and informal professional meetings obey strict rules for candidates and recruiters looking for collaborators, clients, contacts or jobs. The rules are simple: everyone wears a badge (red for recruiters and blue for professionals) on which 2 or 3 precise goals have been indicated. “Supply/demand” pairs are then formed and meet during 10 minutes (5 minutes of presentation each), before the bell rings, inviting them to change partners.



TWO SESSIONS OF EMPLOYMENT SPEED-DATING: JANUARY 24TH AND 25TH  
FROM 4.30 PM TO 6 PM, HALL 4

A TOTALLY NEW CATWALK SHOW

An amazing and tonic show, the WHO’S NEXT catwalk show takes place everyday. Decidedly avant-garde, it presents WHO’S NEXT’s personal and accurate vision of the Winter 08-09. The Sept.07 catwalk show has been downloaded more than 50,000 times on the internet. Have a look at it below!



EVERYDAY AT 12.30 PM + SUNDAY AT 4 PM / HALL 3 - FACE

ALWAYS MORE SERVICES

With the « **le trend book** », a buyer’s guide created to guide the visitors on the trade show, a **VIP space**, as well as **customized services** available to the 400 best international buyers (transport organization, shuttles, chauffeur service, reception, appointment service), the WHO’S NEXT team wish to enhance the quality of visitor-oriented services.



VISITORS DEPARTMENT:  
CLEMENCE FERY - TEL : +33(0)1 40 13 74 83 - INFO@WHOSNEXT.COM



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## KEY FIGURES

- Date of creation: **September 1994**
- A selection of **1,100 brands** (650 for WHO'S NEXT and 450 for PREMIERE CLASSE)
- **5 creation areas**
- **48,000 visitors** are expected at WHO'S NEXT and PREMIERE CLASSE, including **17,000 international visitors** (36% of the global attendance). Among these foreign visitors, Europe ranks first with 74.5% (among whom 18.1% from Italy), Asia come second with 16.6%, followed by the American continent 5.8% and Africa 1.6% (figures of the WHO'S NEXT / PREMIERE CLASSE September 2007 session)
- **45,000 sq. m. of gross exhibiting surface** (both halls + outside tent)

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## PRACTICAL INFORMATION

- **Pre-registration / information :**  
[www.whosnext.com](http://www.whosnext.com) / Tel. +33(0)1 40 13 74 83 / [info@whosnext.com](mailto:info@whosnext.com)
- **Entrance fee:** 22 € upon pre-registration on [www.whosnext.com](http://www.whosnext.com) and 30 € at the trade show.
- **Opening hours:** everyday, from 9 am to 7 pm (6 pm on Sunday)

If pictures do not display correctly, [click here](#) / Download a picture pack in high resolution



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