

WHO'S NEXT

INTERNATIONAL FASHION SHOW

6-9 SEPTEMBER 2007
PORTE DE VERSAILLES - PARIS / HALL 1
WWW.WHOSNEXT.COM



Press release - 07/05/07 - [Download high definition pictures](#)

From womenswear designers to international fashion leading brands, from streetwear labels to ultra-hype denim collections, from trendy sneakers to glamorous court shoes, from young designers to ancestral know-how, WHO'S NEXT, together with PREMIERE CLASSE, the International Trade Show For Fashion Accessory Designers, will be offering, from Thursday 6th to Sunday 9th 2007, the most comprehensive and thorough fashion offer on the French trade show market, with a selection of 1,100 brands.

AN OBVIOUS COMPLEMENTARITY IN HALL 1

For its 26th edition, WHO'S NEXT is once again reunited with PREMIERE CLASSE in hall 1.

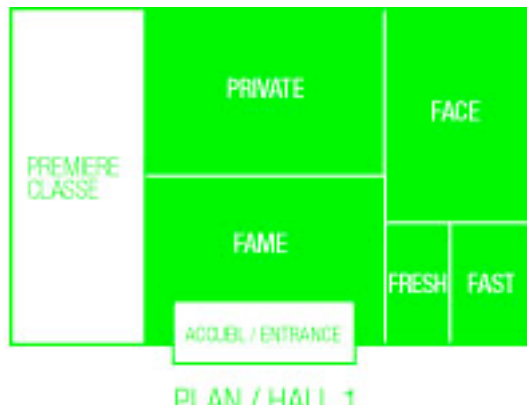
And that comes as great news for actors of both trade shows! That's more space, with 48 000 sq. m. of gross surface, a 600 sq. m. terrace, a clear, dynamic and sensible product offer... So many factors that promote a good purchasing atmosphere.

The staff of both trade shows are hoping hall 1 can become the show's permanent residence...

THE CREATION AREAS

650 brands will be presenting their **Spring/Summer 2008 collections** via 5 complementary creation universes: FAST, FACE, FRESH, FAME and PRIVATE. At the same time, PREMIERE CLASSE will be presenting a selection of **450 fashion accessory designers**.

If volumes tend to grow bigger in FAST and FACE with long sweaters, overalls and large pants, FAME, PRIVATE and FRESH share common ideas: the return of femininity with nice basic elements, very graphic cuts and refined collections. You won't miss the increasing number of unisex collections and of collection dedicated to men in these three universes.



FAST - 60 brands - 375 sq. m. of gross surface

In September, FAST changes directions, as initiated during the February 07 session, orienting itself towards an exclusive selection, truly creative products and the promotion of young talents coming from the contemporary streetwear scene. So as to develop these emerging brands bringing a much needed breath of fresh air on the market, key actors of the streetwear universe will be installed in FACE.

To be discovered:

ANDREA CREWS (FR), ART FORCE ONE (FR), CTRL CLOTHING (FIN), FUJIZAKI (JAP), KID VANILLA (BEL), KTZ (UK), CITY FELLAZ (DAN), RANDOM DISCIPLINE (FR), TOKIDOKI (IT)...



FACE - 160 brands - 4,400 sq. m. of gross surface

The place to be for denim actors: "premium" brands, brands with a strong sales potential or collections spiced up with a dash of rock and funk. FACE presents 160 collections with a strong sales potential on the 15/25 year-old market.

Newcomers: BJORN BORG (SUE), NANNY STATE (UK), BABY CHAM (UK), JULIEN ARPHI (FR), MELISSA (ESP), SAMPLEBRAND JEANS, DIMENSIONE DANZA (IT)...

And always: DESIGUAL, A-STYLE, D.DIKATE, CHEVIGNON, CONVERSE, SPRING COURT, BIRKENSTOCK, PHARD, REHNSEN, BENSIMON, VEJA, FRED PERRY BY SWEAR, LE TEMPS DES CERISES, SUPERDRY, SUPERGA, WOOLRICH, ZU ELEMENTS...



FRESH - 120 brands - 750 sq. m. of gross surface

The lab of emerging trends, young designers and conceptual brands, FRESH has been supporting and defending the new international guard for eleven years.

Newcomers :

LA BELLA LOLA (ESP), COCK'S TAIL (IT), ELUISE (DAN), CONQUEST (JAP), XVII PLUS ONE (SUI), PITOT PAAK (TWN), ÇA SHOP (FR), CHOCOLATE LABEL BY TROYANI (ESP), KILIAN KERNER (ALL)...

And always :

EURYTHMIC, ARNE & CARLOS, DAVID HERMELIN, MAAN, SUZON & LENA (Winner of the Young Fashion Entrepreneur Contest), GOYA GOYA, MISERICORDIA, URBANIA...



FAME - 160 brands - 3,400 sq. m. of gross surface

FAME has been the favourite universe of famous designers' brands. FAME presents a definitely high-quality and high-end product.

The distribution network is exclusively made up of multibrand designers' boutiques and department stores.

Newcomers :

APRIL MAY (FR, previously in FRESH), INGE VAN DEN BROECK (BEL), LA COSTA DEL ALGODON (ESP), MYRIAM OCARIZ (ESP), OLGA DE POLGA (UK), ANTWERP (BEL, previously in FRESH), DANIELE ALESSANDRINI (IT), LCY LUCIO COSTA (IT), NYGARDS DSANNA (SUE), ANONYMOUS BY ROSS +BUTE (UK), MIA ZIA (BEL)...

And always :

AMERICAN RETRO, ESSENTIEL, LES PETITES, MADAME A PARIS, PAUL & JOE SISTER, BA&SH, ET VOUS, HELLO KITTY BY VICTORIA COUTURE, NO COLLECTION, JÉRÔME L'HUILLIER, LES RACINES DU CIEL...



PRIVATE - 150 brands - 3,400 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 universe gathers a selection of leading brands of the textile industry that wish to develop on an international scale.

Newcomers :

NVL (IT), CRISTINA GAVIOLI (IT), DIKTONES (ESP), NOLI (UK), MAX ET MOI (FR), JEANNE ET LOUP (FR)...

And always :

AMERICAN VINTAGE, SARAH PACINI, PABLO BY GERARD DAREL, AP - BRUPHILS, I BLUES, LATO B, I CODE, STYLE BUTLER, NOUGAT LONDON...



FOCUS ON CHINA

As part of their agreement with the CHINA FASHION ASSOCIATION, WHO'S NEXT and PREMIERE CLASSE staged their catwalk show in Beijing in March 07 during the CHINA FASHION WEEK and at the same time, set a 700 sq. m. pavilion gathering 20 European brands at the CHIC trade show (127,000 visitors).

Selected among 17 designers, **Deng Yuping** and **Wang Yutao**, will be presenting their creations in September in an exhibiting lounge of the PRIVATE area.

During the same edition, designer **Claire Fang**, first winner of the "Best Women Fashion Designer Award" in 2003, will be presenting her collection as part of a WHO'S NEXT catwalk show (date TBC).

NOTE : WHO'S NEXT and PREMIERE CLASSE will be staging another catwalk show during the CHINA FASHION WEEK in March 08. They will also be taking part in the CHIC, at the same time period, on a larger surface (1,000 sq. m.), to present 30 European brands.

In September, a CHINA FASHION ASSOCIATION information desk will be available to the interested brands in PRIVATE.



MYSFACE.COM YOUNG DESIGNER CONTEST

Aimed at talented designers who'd rather create in a confidential way, the MYSFACE.COM BOUDOIR & WHO'S NEXT Young Designer Contest gives 5 designers the opportunity to exhibit at WHO'S NEXT in September and to face a jury composed of fashion and accessory professionals.

Online contest open until July 31st: <http://myspace.com/fashionboudoir>



"SNEAKERS ARE FREAKING" EXHIBITION WITH FOTOCOMMUNITY

To celebrate the launching of Fotocommunity's French version, a European community site dedicated to amateur photographers, WHO'S NEXT is organising an international photo contest around the theme "sneakers are freaking!". Simple shots or unusual situations, photographers can give free rein to their imagination... A jury made of journalists, brand representatives and designers will select the 10 best pictures, to be exhibited in FACE.

Online contest until July 23rd on www.fotocommunity.fr



A COMPLETELY NEW CATWALK SHOW

An amazing and tonic show, the WHO'S NEXT & PREMIERE CLASSE catwalk show takes place everyday. Decidedly avant-garde, it presents WHO'S NEXT's personal and accurate vision of the Summer 08 trends. The September catwalk show will be under the influence of this new music and dance trend that makes young people move like mad in the street: the TECKTONIK. Fluid, happy and friendly, it will on this occasion also integrate disco-funk rhythms and sounds. Figures will have a strong personality and will be putting forward a daring and yet elegant vision of fashion.

Everyday at 12.30 pm + 4 pm on Sunday / FACE universe



"SERVICES PLUS" FOR BUYERS

"**The must-have guide**", a new buyer's guide to help visitors on the tradeshow, a **VIP Lounge** to work and get some information, as well as a **proximity service** for the 400 best international buyers (trip organization, shuttle service, information desk, appointment service), the WHO'S NEXT team wishes to improve the quality of services aimed at visitors.

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**

- More than **45,000 visitors** for WHO'S NEXT and PREMIERE CLASSE altogether, **16,000 of whom are international visitors** (35 % of the global attendance). Among these foreign visitors, Europe ranks first with 75 % of this global attendance (among which 8 % Spanish visitors), Asia comes second with 18 %, followed by the American continent representing 5 % and Africa, 2 %.

(figures of the WHO'S NEXT / PREMIERE CLASSE September 2006 session)

- **48,000 sq. m** of gross exhibiting surface + **600 sq. m. terrace**.

PRACTICAL INFORMATION

- Information : www.whosnext.com / Tel. + 33 (0)1 40 13 74 83 / info@whosnext.com

- Price: 22 € with a pre-registration on www.whosnext.com and 30 € on the trade show

- Opening hours: everyday from 9 am to 7 pm (6 pm on Sunday)

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