



INTERNATIONAL FASHION
AND ACCESSORY TRADE SHOWS
Paris Porte de Versailles



**THE WHO'S NEXT & PREMIERE CLASSE TRADE SHOWS
WELCOMED 41,198 VISITORS
FOR THEIR SEPTEMBER COMEBACK**

With a 12% increase in attendance compared with July 2014,
the new dates have given the trade shows real momentum.

**WHO'S NEXT & PREMIERE CLASSE
CONFIRM THEIR EUROPEAN LEADERSHIP**



With an increase of 13.5% (including a strong presence in the province with +26.1% and the securing of Parisian visitors: +2.1%), the **French** remain the driving force behind Who's Next & Premiere Classe. However the trade shows also welcomed more **international visitors (+9.5%)** and so have confirmed their position as the European leaders for women's ready-to-wear and accessory offer.

Increasing numbers of European visitors:

- **Germany** +45%
- **Italy** +17%
- **Spain** +33%

To note:

- **Germany, Belgium and Spain** were more represented this season than in September 2011 and July 2012

To remark:

- A strong increase in **Northern European countries**, despite their own regional shows taking place in June/July

To recognise:

- The presence of chain stores from the UK like Anthropologie, Urban Outfitters and the prestigious Liberty London
- The renowned **Italian** select-shops such as Luisaviaroma, Penelope, San Carlo Dal 1973

**WHO'S NEXT & PREMIERE CLASSE
EXTEND THEIR INTERNATIONAL REACH**



All the major economic regions were at the meeting (37% foreigners) with a particular increase of 12% for the **USA**.

The drop in attendance from **Asian countries (mainly China and Korea)** and from the Middle East, anticipated by the organisers with the return to the September dates, was actually less than expected.

To highlight: an increase of 17% for **Japanese** visitors

The big leaders of international distribution also confirmed their attendance. The Japanese department stores and select shops like Isetan Mistukoshi, United Arrows, Tomorrow land, Baycrews and world.co were present.

This season, the trade shows celebrated the presence of representatives from major exporters such as the **Mexican** department store Palacio De Hierro, the **Canadian** La Maison Simons and the Middle East represented by the Lebanese ABC department store.

To note: The arrival of new countries such as **Thailand** (the Mall Group), **Malaysia** (Melium), **South Africa** with their plans to open large speciality stores for urban and streetwear coordinated by the buying office Lux&Bee.

Korea, despite being less represented this season, was still a heavy weight with the decision makers from the LG Group for the Raum concept stores.

All welcomed a coherent route, legible and a good overall energy (in the walkway in particular). The trends forum and the conferences fulfilled their role.

**WHO'S NEXT & PREMIERE CLASSE
BOOSTED BY A RICH SCHEDULE OF EVENTS**



The trade shows gained legibility and clarity with a coherent route and offer, tending towards more services to support buyers, exhibitors and the media.

Reference point for buyers: the **Martine Leherpeur Conseil** trends forum was particularly lively this season, with designers invited to embody the trends through their designs, collages and videos, etc. A forum full of life, in line with the overall image of the trade shows!

This season, the forum benefited from the new walkway linking the trade shows' offers. This walkway turned out to be a real agora, "hub" of meetings, exchanges and visits of the trade shows.

Successful experience: the 1st edition of an **IDFASHION** train brought together 80 businessmen and professionals in the Provence-Alpes-Côte d'Azur region in some specially chartered wagons.

A record for missions and attendance for the **Retail Expert Club** who guided and advised a record number of retailers and exhibitors over the 4 days.

Sustained attendance to the conferences which attracted a larger audience with a rich schedule of specialised expertise.

All-out support for young designers:

- The second edition of **The Future of Fashion Program** was met with great success and some designers like Anisha Parmar London have even signed their first order!
- The international fashion school graduates have shocked and amazed press and professionals who were present at the **Graduate Fashion Show** which took place for the first time on the opening day of the trade shows. They were able to meet the professionals over the next 3 days of the events, in a dedicated area. Some of them have taken orders, like Kelsey Hutton from the Parsons Paris School of Art & Design.

The brands also benefited from additional visibility thanks to the **"Christmas Presents"** operation organised in the press area of the trade shows.

Effectively, the POPANDPARTNERS teams selected more than 150 "it-products" from the exhibitor collections to exclusively present them to the fashion editors who came to the events.

WHO'S NEXT REPORT

This season, buyers came to place orders! While market-leading brands consolidated their sales, the smaller specialised brands (particularly presented in the Urban area) and the young designers were highly valued and received a lot of attention. This season the Private and Trendy areas hosted many creative and high-quality collections which proved

to be very successful for both buyers and brands.

Brands in the Studio area, who retained their loyal customers while searching for new markets, were able to benefit from outreach work implemented by the trade shows to support buyers and generate a more business-driven visitorship. The organisers have affirmed their desire to respond to the economic difficulties met by certain retailers and to attract a quality audience to the stands by implementing actions such as: the iDFASHION train, a personalised follow up conducted with French, Spanish and Italian buyers and a customised personal shopper experience available for all buyers at the Retail Expert Club.

With regards to the Fame exhibitors, here are some statements from them:

"A great trade show, where the collection was particularly appreciated. Our clients are satisfied (amongst them many French who thankfully remain loyal) and the brand has developed a lot of exports with countries such as Spain, Italy even if they were fewer. The stand was packed and next season we will take even more orders!" (Carole Petit/ Diega)

"A very chic and dynamic trade show. Made some great contacts over the 4 days with buyers as diverse as Le Bon Marché from Paris, Fashion Row from Hong Kong, L'Habibliothèque from Paris and even Bea's from Carnac!" (AnnalizA Ganguli / Deux A)

"We are very happy with the return to the 1st weekend of September as it really suits our buyers! We worked well and opened many new accounts. Although we noted less Japanese customers, this change of date has been a real plus, that has energised the French and European markets." (Julien Detartre / Mes Demoiselles)

"The change of date brought us a much higher quality of visitors. Hall 1 is once and for all the best positioning for the Fame area and the piano bar initiative is in line with the trade shows' image this season, chic, with a real French spirit. Who's Next should maintain this refined style, defending a French way of life, this is also effective with international buyers. This season our order book was filled. We have worked with new customers like Podium from Moscow and a very beautiful American concept store, we were able to be active in our approach to the trade show. A stand is a window." (Michel Robin / Was & Quiet)

PREMIERE CLASSE REPORT

The September dates proved to be perfect for accessories. Rediscovering the "historic" location of Premiere Classe in hall 1, alongside Fame, really pleased exhibitors. The staging of areas and the dynamism of lifestyle activities was highly regarded by all. The French market proved to be very dynamic for shoes. Leather goods found a new audience in the concept stores and the multi-brands. This season textile and bohemian jewellery collections were built around current trends and therefore extremely successful. The excellent performance of watch brands can be attributed to extensive media coverage prior to the trade show, positively impacting their orders. The hat section also received a lot of attention, in all price categories.



The next edition of Who's Next & Premiere Classe
will be from 22nd to 25th January 2016.

PHOTO PACK

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