

SHOPPE OBJECT

PARIS

Premiere Classe Welcomes Shoppe Object Paris with a Selection of Unprecedented Brands at the Heart of Fashion Week

October 2 – 5, 2026

Shoppe Object Paris is joining the Jardin des Tuileries within Premiere Classe, from October 2 to 5, 2026. This capsule, composed exclusively of new brands, offers a premium selection spanning design, home, wellness, and lifestyle.

Premiere Classe x Shoppe Object Paris: Opening New Retail Territories

Following its presence at **Who's Next**, Shoppe Object Paris finds in **Premiere Classe** a complementary space for expression. Through this sharp curation, the unmissable rendez-vous for accessory and ready-to-wear designers is expanding its offering in response to new sourcing practices among **concept stores, department stores, and multi-brand retailers**.

For Shoppe Object Paris, this presence at Premiere Classe makes it possible to reach an international community during Fashion Week, while retaining what defines its signature: **an editorial, exacting selection focused on discovering new brands**.



BATCHIG



HÉLÈNE PAOLI

A Premium Curation Designed for Premiere Classe

Conceived as an extension of the New York show's DNA and its Paris edition, this selection was **specifically curated for Premiere Classe**, echoing its upscale positioning and its setting at the heart of Fashion Week. Bringing together **around a dozen brands**, this selection offers a premium reading of the **Shoppe Object** universe, designed to dialogue with the offering and identity of Premiere Classe.

Home, design, wellness, and lifestyle: these brands enrich Premiere Classe's journey with propositions that naturally extend the evolution of contemporary retail. This opening is part of the show's transformation which, after more than 35 years as the international destination for fashion accessories, is now expanding its territory to bring fashion, design, beauty, and lifestyle into dialogue.



ELDVARM



SARAH ESPEUTE

"Shoppe Object was built to spotlight what's next, and for more than 35 years Premiere Classe has done exactly that for fashion," says **Renata Bokalo, Shoppe Object's Show Director and founding team member**. "Bringing our capsule into the Jardin des Tuileries lets us introduce hand-picked, exceptional new brands to a Fashion Week audience that's already rethinking what belongs alongside their edit. It's a natural next step for everything we've built in New York, and now in Paris."

Among the brands featured:

Hélène Paoli

Hélène Paoli, founder of the interior architecture agency Archipelles, imagines a collection of stoneware lighting with Luma Hellenis. Designed in France and handcrafted, these lamps draw inspiration from the shapes and colors of Greece. Between antique heritage and contemporary lines, each piece plays with material and light to reveal the full mineral softness of ceramic.

Sarah Espeute

Sarah Espeute creates textile pieces where poetic embroidery meets timeless design. Tablecloths, napkins, and other textiles are transformed under her needle into delicate compositions inspired by everyday scenes and objects. Between sensitivity, artisanal craftsmanship, and an eco-responsible approach, her world brings a touch of poetry to everyday objects.

Foundy

Foundy reimagines wellness differently, with high-end sports equipment that naturally finds its place in the home. The brand reinvents fitness essentials with classic materials, sophisticated finishes, and a colorful palette — pieces designed to be as beautiful to look at as they are enjoyable to use.



EN DOFT



FOUNDY

En Doft

En Doft was born in 2022 from a collaboration between Swedish design studio All Matters Studio and French perfumer Emmanuel Martini. Together, they combine design and olfactory composition through home fragrances and candles, designed to naturally find their place in our living spaces.

Batchig

Since 2026, Batchig has been reinventing perfume as a fashion accessory with rechargeable solid perfumes designed to be carried anywhere. Each case, like a piece of jewelry, is adorned with a natural stone, while the highly concentrated, alcohol-free fragrances are made in France.

Eldvarm

Since 2015, Eldvarm has been creating fireplace accessories and home objects inspired by the world of fire and the moments of conviviality that surround it. The brand collaborates with designers to imagine functional, timeless pieces, handmade in small European workshops from natural materials.

SAVED NEW YORK

Created in 2015 by New York artist and designer Sean McNanney, SAVED NEW YORK imagines home pieces in sustainably sourced Mongolian cashmere. Its collection combines traditional craftsmanship with contemporary sensibility.

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About Shoppe Object

Shoppe Object is a collection of premier home and gift shows celebrating a curated roster of visionary brands and makers presented in elevated settings from New York City to Paris. Born of a vanguard spirit to celebrate and service the progressive retail and design community, Shoppe Object is a gathering of fellowship, an expression of ideas, and a physical manifestation of a shared dedication to, and reverence for, the beautiful, the inspired, and the well-made. The ultimate resource for tastemaking merchants and influential editors, Shoppe Object's flagship show takes place each February and August in New York City at the historic Starrett-Lehigh Building, with additional international events debuting in Paris in partnership with the WSN Group. shoppeobject.com [@shoppeobject](https://www.instagram.com/shoppeobject)

About the WSN Group

For over 35 years, WSN has been designing and organizing events that inspire, connect, and celebrate creativity. A key player at the crossroads of fashion, design, lifestyle, and culture, the Group delivers experiences that blend business and emotion, supporting brands, retailers, emerging talents, and professionals across the creative industries. Over the past decade, WSN has expanded from 2 to 12 annual events, each conceived to address the diverse needs of creative markets. Its flagship formats include Première Classe and Who's Next, alongside newer concepts such as Matter & Shape and DRP. Beyond these events, WSN develops year-round solutions for creative communities through initiatives like WSN Academy, RUN, and partnerships with Ankorestore, Fashop, PagesMode, and Ulule. The diversity of its entities is a key strength, enabling WSN to provide continuous, relevant responses to the challenges of creative markets in Paris and internationally throughout the year. www.whosnext.com

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