# WHO'S NEXT: RETAIL ON THE MOVE

September, 05th-07th 2026
Paris Porte de Versailles Hall 1

**From 5 to 7 September 2026, WSN set the pace for the new season at Paris Expo Porte de Versailles. Attendance rose by 3% year on year, with visitors travelling from 140 countries. International buyers and professionals made up 56% of the audience. Across the four shows, they came to meet 1,300 brands and suppliers—70% of them international and 39% exhibiting for the first time.**

The figures point to an industry in rapid transition. WSN's response is to stay ahead of it. Who's Next, Bijorhca, Shoppe Object Paris and Interfilière Paris brought four complementary shows together with a new generation of services—all designed to turn inspiration into contacts, opportunities and practical solutions for brands and retailers.

*“Who’s Next is one of those shows you genuinely want to visit. You can see and feel its creative identity: it draws you into a world, into a certain vision of French art de vivre. Fashion is no longer just about selling a product. It has to make people feel something.”*
***MICKAEL PAN — Flotte***

Le dîner

**More than a show: an experience**

Each of the four shows had its own soundscape from the moment visitors stepped inside. Lighting, materials, spatial design and the flow between areas carried those distinct moods throughout the venue. The result was a show made to be explored: a place to look closely, touch, try and discover.

Buyers came to spot what is next and shape future edits. Brands used the show to launch products, explore new categories and see how a new direction would land with the market. The shared setting encouraged everyone to look beyond familiar boundaries: footwear alongside jewellery, fashion next to design, raw materials in conversation with finished pieces.

**Four fairs. One creative ecosystem.**

Who’s Next, Bijorhca, Shoppe Object Paris and Interfilière Paris brought the creative industries together in all their breadth: ready-to-wear, accessories, jewellery, design, beauty, lifestyle, textiles and sourcing. Each fair kept its own identity, while their proximity offered a more open and connected view of the market.

Buyers could move easily between categories, pick up unexpected references and build a more individual edit. Exhibitors discovered new trends and techniques, while meeting potential partners well beyond their own sector.

*“This edition felt immersive from the moment we arrived. The forum was a brilliant introduction to new designers—an especially successful initiative.”*
***ANNE GRÉGOIRE — Ici Concept Store, Nice***

*“The minute you arrive, you feel that you have entered a world of its own. The layout takes you on a journey. The show is bright, the stands are beautifully presented and the selection makes sense. It feels alive.”*
***ERROL TEBBOUL — Hero***

Entrance forum

# WHO'S NEXT: FASHION IN FULL

Who's Next welcomed close to 940 brands across ready-to-wear and accessories. Established names, emerging labels and specialist players came from around the world to unveil their collections, explore new categories and grow their distribution.

*"We loved the range of brands, meeting the people who bring other stores to life and being carried along by the scenography. Who's Next is a real place of discovery."*

***CATARINA JUSTINO AND MIGUEL MARQUES DA COSTA — House of Curated, Lisbon***

Stella Forest

Entrance forum

# BIJORHCA: THE WHOLE JEWELLERY STORY

Boci space

Année

Organised by WSN for BOCI, Bijorhca gathered more than 180 brands and suppliers, covering every link in the jewellery chain. With buyers remaining selective in a cautious market, exhibitors widely praised both the quality of the audience and the level of business. Bangle Up reported “excellent footfall and high-quality visitors”, while Satellite highlighted “real commercial momentum”.

A pool-inspired hub at the centre of the fair quickly became a meeting point. Visitors met experts from the Chamber, sought their advice and discovered specialist techniques, notably through demonstrations by Elemento school. The new programme of talks and small-group workshops drew strong interest too, revealing a clear appetite for insight, conversation and shared expertise.

*Trésors d’Ateliers* marked Philippe Ferrandis’s 40th anniversary with an exhibition spanning four decades of archive pieces. Brilliant, conceived as a showcase for exceptional craft, proved another highlight. Seventeen brands supported by the Italian Trade Agency (ITA) brought a contemporary view of Italian jewellery, while ten exhibitors in the Moroccan pavilion—supported by Maison de l’Artisan—celebrated the depth and diversity of Morocco’s jewellery traditions.

Elements by Bijorhca took the story back to where every piece begins, from components, stones and tools to displays and cash & carry. Raw materials or finished pieces, heritage houses or new voices: Bijorhca brought the entire industry into focus.

# INTERFILIÈRE PARIS: SOURCING AT THE RIGTHT MOMENT

As collection calendars change, sourcing needs to keep pace. Interfilière Paris is reshaping its formats around the way brands create and buy today. In June, the second Interfilière Preview gathered French and European lace makers, embroiderers, weavers, silk specialists and accessories designers at Le Molière. Intimate and highly focused, the event put the right conversations in the diary just as collections were taking shape.

That curatorial focus continued at Porte de Versailles, drawing leading French and international buyers including Agent Provocateur, Calzedonia, Calvin Klein, Chantelle, Fenty, Etam Group, RougeGorge, SKIMS and Wolf.

International mills, manufacturers and suppliers presented the laces, embroideries, knits, trims and technical textiles set to shape future lingerie, swimwear, bodywear and activewear collections.

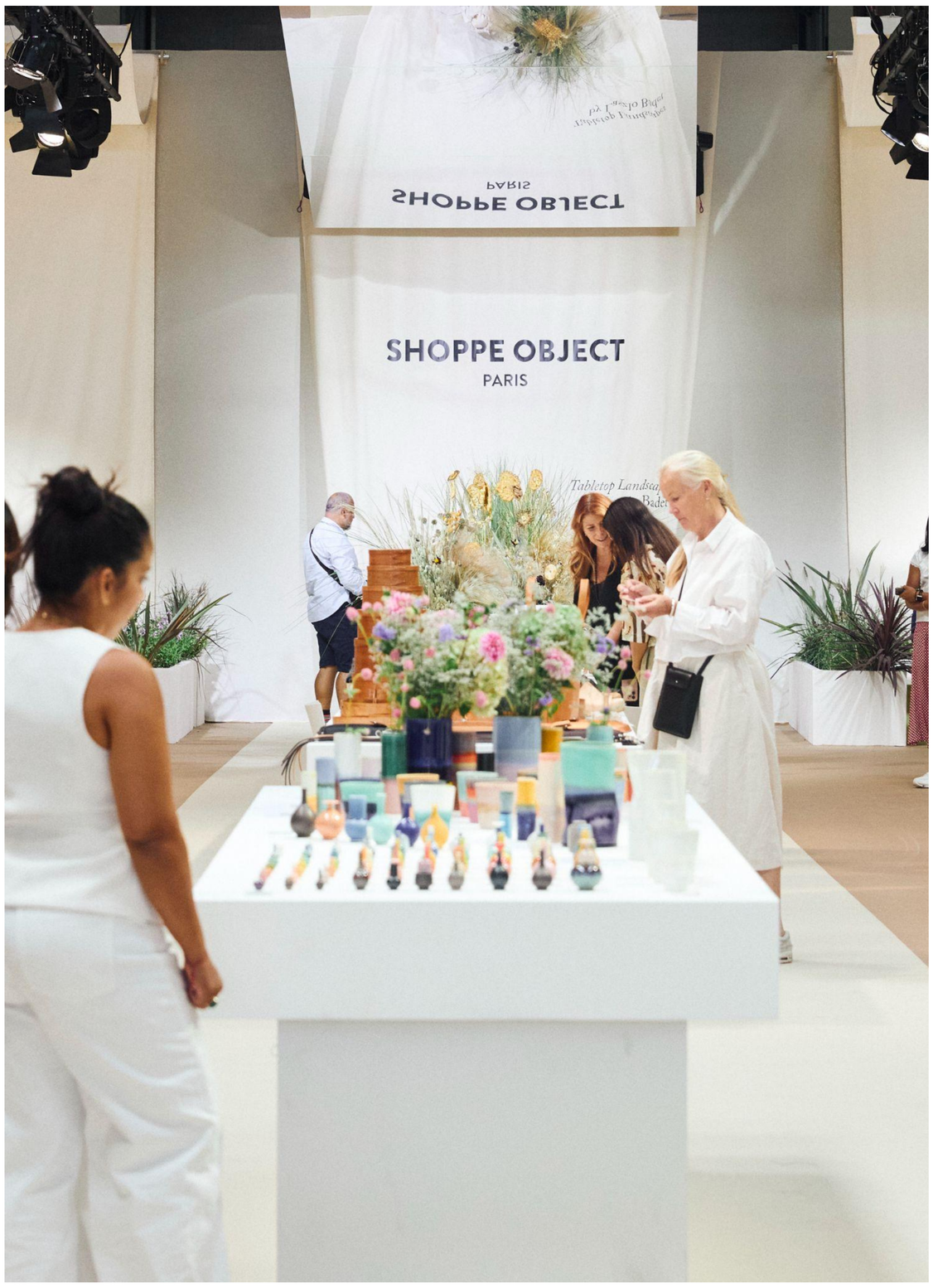
Sourcing & Solutions connected Interfilière Paris, Elements by Bijorhca and Who's Next's fashion and accessories suppliers within one clearly mapped area. It offered a live overview of everything needed to build a collection—from fabrics and components to production and finished product.

Now firmly established on the professional radar, the area made it easier for manufacturers, brands and buyers to find one another. It brought a more direct, joined-up and practical approach to both product development and sourcing.

Interfilière Paris forum

# SHOPPE OBJECT PARIS: LIFESTYLE, RE -EDITED

&tradition




NNT lab, Laszlo Table

*“Shoppe Object Paris is exceptionally well curated and answers a real need for independent boutiques like mine. It uncovers distinctive brands from all over the world. I already want to come back and see how it grows.”*
***SHARIF LABO — La Gent, London***

Fashion is increasingly being presented alongside design, decorative objects, beauty and the wider world of lifestyle. The concept store is no longer a niche format; it has become a way to curate products, express a point of view and build a complete world around a store. Shoppe Object Paris reflects that shift, helping independent retailers broaden their offer without losing their identity.

Its second Paris edition featured 100 brands, with first-time exhibitors accounting for 78% and international brands for 66%. Buyer and visitor registrations naming Shoppe Object Paris as their priority rose by 57.6% compared with January 2026.

The fair is now the main focus for 8% of visitors, twice the 4% recorded at its launch in January. The speed of that growth confirms that Shoppe Object Paris has found its place alongside Who's Next.

*"Shoppe Object Paris introduced us to new brands and let us speak directly with their founders. Learning about their story, their creativity and the thinking behind each piece helps us choose more carefully for our customers—and tell those stories in our own store."*
**ANTHEA HAN AND ADRIANO TAWIN — The Stacked Store, Singapore**

**A place to experiment**

Denim District invited ten designers to rethink denim using garments sourced from Eureka Fripe. At the IMPACT & NEONYT PARIS Forum, guest curators BAGA brought together six labels from their creative community. In partnership with the Fédération Nationale de l'Habillement, the show also unveiled the ten finalists for the 2026 Dinan International Festival of Fashion Designers.

New talent, fresh thinking and clear commitments came together throughout the fair. It was a chance for emerging names to step into the spotlight—and for ideas to meet the realities of the market.

Jade Tekhil, Collectif Baga

Julien Westerling, Denim District

# FASHION TAHES A SEAT AT THE TABLE

For the first time, Who's Next turned its traditional party into a dinner and made gathering around a table the theme of the entire edition. Exhibitors, buyers and journalists took their seats at an immense blue communal table, picking up conversations that had begun earlier in the aisles.

It brought the brand and retail communities together in the most natural way possible—and reaffirmed something that has shaped Who's Next from the start: business matters, but so does the pleasure of being together.

Le dîner

*“We came back to Who’s Next after fifteen years and found a fair that had changed enormously. We reconnected with former clients, met new partners and discovered distributors that did not even exist the last time we exhibited. The mood in fashion is often described as gloomy, but this edition proved there is still confidence, potential and a great deal left to build.”*

***SHAY ABOURMAD — Miss June***

Lipault Paris

**Growing numbers real, conversations**

As the first major event on the autumn calendar, Who’s Next opened the season with attendance up 3%. Almost one visitor in four was attending for the first time. Retailers and concept stores represented just over half of all participants, up 7.66% on September 2025.

Growth has not come at the expense of connection. People still take the time to talk, compare, touch and try. A meeting in the aisle can become a new account, a distribution agreement or a long-term partnership. Exhibitors left with a grounded sense of optimism—also a testament to the work carried out all year by WSN’s buyer relations team.

*“Presenting Diadora within the fashion area at Who’s Next, close to the textile brands, worked extremely well. We are an international brand with a strong ready-to-wear offer, and it was important to show that Diadora goes far beyond footwear. We met fifteen new clients in France at this edition alone.”*

***JEAN-CLAUDE FERNANDES — Diadora***

*“We thought visitor numbers might be more cautious, but the show stayed busy throughout all three days. We met clients from France and abroad, and could not be happier with the edition. We are already looking forward to the next one.”*

***AGOLI LEYNDRIX — Sovani***

*“At our first edition, we met clients from France, across Europe and from Latin America, as well as several department stores. A show presents a collection as it is meant to be experienced: buyers can see, touch and try every piece. Most knew Lorna Murray for its hats; here, they discovered our bags too—and the response was fantastic.”*

**CATHERINE BROOKES — Lorna Murray**

Flotte

**The international market meets in Paris**

International visitors now outnumber their French counterparts, at 56% versus 44%. The fair welcomed professionals from 140 countries, up from 133 in September 2025. Italy, Spain and Belgium led the international attendance, while strong representation from the United States, China and Japan underlined a reach extending well beyond Europe.

*“I came to represent the Saudi market and find new gems to take back to Riyadh. I am thrilled to be here and impressed by the energy of this edition and how much inspiration it offers.”*
***NAHAR ALMARZOUGI — Chapter 4, Riyadh***

That international mix is the result of year-round work. WSN’s buyer relations team identifies key retailers and brings them to Paris, with La Rinascente, Stilleben, The Stacked Store, La Gent and OMG Barcelona among those attending this season. These encounters do more than generate orders: they give brands access to new territories and introduce them to the agents and distributors who can help build a lasting local presence.

*“We returned to Who’s Next after ten years, thinking it was mainly a fair for French buyers. Its international reach was a very welcome surprise. We met clients directly, but also agents and distributors who can support the next stage of our export growth—a priority for Reqins today. This was exactly the B2B network we came looking for.”*
**REQINS**

AI cabin

## THE RETAIL FAMILY: KEEPING THE CONVERSATION GOING

Launched this September, the Retail Family brings together a circle of influential retailers beyond the dates of the show. Members share first-hand market intelligence, voice the needs of independent stores, help shape future Retail Tours and maintain relationships formed at Who's Next.

The initiative builds on WSN's acquisition of PagesMode. The professional directory now has a real-world counterpart: a network where retailers are not simply listed, but can meet, exchange ideas and develop new initiatives together.

Nearly twenty official trade delegations, including groups from Italy, Brazil, Turkey and India, added another layer to the international presence. Their participation connected the shows to a wider economic conversation across each of those markets.

### Why wholesale matters now

For independent brands, building and operating their own retail network has become increasingly costly. Digital growth demands equally heavy investment in e-commerce, acquisition, content, data, CRM and influence.

Wholesale offers a powerful route between the two: it builds visibility, brings more predictable volumes and opens new markets through the reach and local knowledge of multi-brand retailers.

The same is true for digital-native brands looking for a physical presence. At the fairs, they can meet retail partners, test the potential of their wholesale offer and see how their brand world translates into product. Because fashion cannot be fully experienced through a screen: fabrics need to be touched, proportions tried on and clothes seen in motion.

### Innovation, tried and tested

WSN is not standing back and observing the changes reshaping retail. It is putting new tools in front of the people who will actually use them. At the Who's Next Lab, visitors tested market-ready solutions: Cabine.AI for virtual fitting in store; Livetrend for data-led trend forecasting and collection planning; StyleAI for turning an idea or sketch into a realistic image; and KOLLA for digital product passports.

The focus was not on innovation as a talking point, but on what it can do in practice: solve a brand's constraints, support a retailer's daily business and stand up to the response of the market.

*“For Whatnot, partnering with Who’s Next was an obvious choice. This is where the fashion ecosystem comes together in France and Europe. The show gave us the perfect opportunity to share our vision for live shopping and demonstrate how this new way of selling is already shaping the habits of today—and tomorrow.”*

***PIERRE TETTART — GENERAL MANAGER, WHATNOT FRANCE***

Whatnot, live shopping

**Whatnot brings live shopping to fashion**

Making its Who’s Next debut, Whatnot placed live shopping at the centre of the fashion conversation. In a single live session, a brand can show a product, share the story behind it, answer questions and make a sale. Retailers gain a new way to engage their community, drive visits to their store and reach customers far beyond their own neighbourhood.

This partnership was not about adding another technology to the fair. It invited brands and retailers to try a new sales channel there and then—and to explore its particular pace, language and ability to carry some of a store’s energy onto the screen.

**WSN Academy: from insight to action**

A trade show should spark ideas. It should also help turn them into progress. WSN Academy brought experts and professionals together through talks, conferences, masterclasses and workshops tackling the issues businesses face now: store performance, brand identity, collection strategy, creative direction, new sales channels and data.

Separately, WSN’s partnership with Ulule gives early-stage businesses access to crowdfunding support, helping them structure their project, bring a community on board and reach the next phase of growth.

This edition also saw the launch of one-to-one coaching sessions. Each began with a specific business challenge, matched it with the right expertise and ended with an action plan shaped around the company—not a generic formula.

The doors may close after three days, but the support does not stop there. WSN listens to brands and retailers, questions its own formats and develops responses with them—creating value that lasts well beyond the show itself.

## COMING NEXT

The season continues in early October at the Jardin des Tuileries with Premiere Classe, Shoppe Object Paris, RUN and JILL. From 16 to 18 January 2027, Paris Expo Porte de Versailles will host the next editions of Who's Next, Bijorhca and Shoppe Object Paris in Hall 1, alongside the Salon International de la Lingerie and Interfilière Paris in Hall 7.3.

### The edition in figures

- Attendance up 3% on September 2025.
- 56% international visitors; 44% French visitors.
- 140 countries represented, up from 133 in September 2025.
- 24% first-time visitors.
- Retailers and concept stores accounted for 50.19% of visitors, followed by manufacturers, wholesalers and importers (7.46%), craftspeople (7.22%), e-commerce businesses (5.32%) and consultants (4.71%).
- Visitors' main areas of interest: Who's Next (66%), Bijorhca (22%), Shoppe Object Paris (8%) and Interfilière Paris (4%).
- Top ten markets outside France: Italy (7.23%), Spain (6.05%), Belgium (4.43%), Switzerland (2.96%), United Kingdom (2.88%), Germany (2.82%), Netherlands (2.31%), United States (2.23%), China (2.20%) and Japan (1.95%).

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**ABOUT THE WSN GROUP**

For over 35 years, we have been imagining and creating events that inspire, connect and celebrate creativity. We are passionate about what we do. Positioned at the intersection of fashion, design, lifestyle and culture, the WSN Group creates experiences that bring together business and emotion. We support brands, retailers, emerging talents and professionals across the creative industries. Over the past 10 years, we have grown from 2 events to 12 annual events, each one distinct and unique, created to meet the diverse needs and expectations of the creative industries. We have successfully launched new formats, including Matter and Shape and DRP…

Beyond these 12 events and our role as a connector, we wanted to go even further by providing concrete, ongoing solutions: WSN Academy, RUN, partnerships with Ankorstore and Ulule… The diversity of our entities is therefore a unique strength. In Paris and internationally, throughout the year, each event, whether large or small, offers a response to the diverse challenges and needs of our clients and the market.