PRESS RELEASE
WSN GROUP
JANUARY 2025

WHO'S NEXT
BIJORHCA
INTERFILIÈRE PARIS
SALON INTERNATIONAL DE LA LINGERIE

A LOOK BACK AT THE JANUARY EDITIONS

It was wonderful to see you all again at our four major events at Porte de Versailles.

These January editions stood out for their sense of belonging, solidarity and resilience.

Strolling the aisles, it was obvious that creativity is our strongest suit. In all, 1,550 brands, wholesalers and suppliers presented their collections in the two halls, with over 38 000 people passing through our doors. All of them are driven by common challenges: sustaining their business, understanding their markets and plan ahead with confidence.

With a surge in global attendance this September (+16%), a significant increase in cross-visits between the halls has been observed. This shows that our shows play a key role for the creative industries, capable of generating unique synergies.

The transformation of our industries continues at a pace in response to the profound changes underway, and we are proud that we can bring them together at such a global and essential physical event, where buyers come not only to get inspired, but above all to purchase and pave the future of their businesses.

"It's a big comeback for us. I felt great energy and a lot of creativity. The spatial organization was very coherent, not at all compartmentalized. It makes you want to come back."
Laurence Devigne, Key Account Manager, Lee / Wrangler, Ready-to-wear, France

A notable new spatial arrangement to enhance the customer experience

Around a central pathway punctuated with moments of pause—Villa Beauté, Ulule, Brut Icon, Loud...—the ready-to-wear, accessory, footwear, jewellery sectors, and the brands from Impact and Neonyt Paris resonated in harmony.

A fluid arrangement offering a complete buyer experience, with a combination of established and emerging brands.

The business climate was positive for both large and small brands, with some wonderful success stories.

"For our first ready-to-wear presentation at the show, our workwear and gorpcore offerings met with strong demand. We mainly connected with new clients and opened nearly 80 stores, proving that Hunter goes far beyond its iconic boot."
Patrick Buffeteau, Hunter, Shoes, France

"We presented Héritage, a more fashion-forward line that stays true to our technical DNA. Goals achieved: new clients, concrete product feedback, and confirmation that outdoor apparel now has its place in urban concept stores."
Yannick Begue, Degré 7, Ready-to-wear, France

“Who’s Next is an opportunity to showcase our developments, especially the women’s collection. I found the brand mapping to be very coherent. The market is evolving, and this show reflects those changes well.”
Gilles Bokobza, Country Sales Manager, Lee / Wrangler, Prêt-à-porter, France

“Our first participation in the show: 80% of the contacts we met were new clients from France, Italy, and Germany. A unique opportunity.”
Shiyi Wu, Oats and Rice, Textile Accessories, UK

“Who’s Next is the only show where we take orders. It’s a resolutely business-oriented event.”
François Siffrein-Blanc, Founder of the Monticelli Showroom, France

“Presenting my winter collection at Who’s Next was an opportunity to meet new clients and better understand our positioning in France. I reached buyers with a global vision, blending ready-to-wear and shoes. Despite a challenging context, the atmosphere was positive, and I’m leaving with a lot of enthusiasm.”
Antonio Rotta Calearo, CEO of Guggliemo Rotta, Shoes, Italy

“We’re at a key moment for the brand: after press success and a solid B2C community, we’ve opened about ten points of sale, including Paris, the French overseas territories, and Canada. Who’s Next confirmed that beauty now has its place alongside ready-to-wear, accessories, and home décor.”
Blandine Reiffers, CEO’s right-hand, JOD, Villa Beauté, France

The Bijorhca community, which operates in conjunction with BOCI, naturally mingled with the Who's Next community.

Over the last 8 years, together we've been wanting to shake things up and go international, hence the strategic partnership with Milano Fashion Jewels and the exhibition/ show with Hyères winner Gabrielle Huguenot, among other things.

A long-standing fixture for 95 years, Bijorhca is a trade fair bringing together finished products and sourcing with Elements. We share a common passion: to support creativity.

Schools, federations, craftsmen... everyone with an interest in a booming sector were present.

"The experience was rich and comprehensive: we connected with retailers from around the world, including ready-to-wear boutiques we don't usually reach. A pleasant surprise was the livestreaming by a Japanese boutique, which boosted our sales during the show. Some of the conferences also proved very relevant for developing our business."
Stéphanie Lee, CEO Philia Paria, Jewelry, France

HALL 3, INTERFILIÈRE PARIS AND
THE SALON INTERNATIONAL DE LA LINGERIE

The stronghold of lingerie with 60% of international visitors

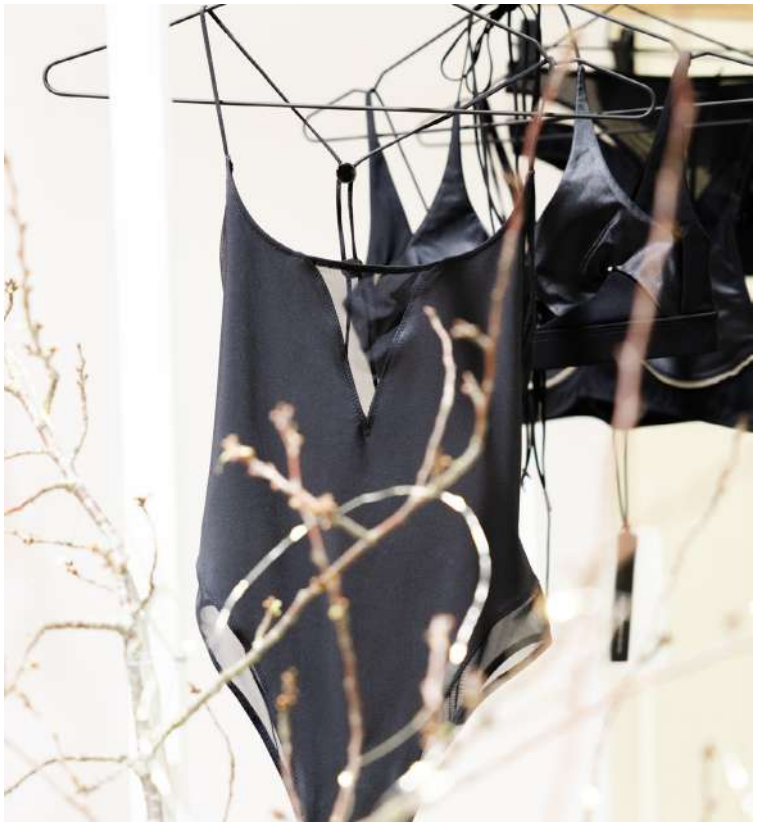
Unveiling lingerie, celebrating beauty in every form is the new claim of the Salon International de la Lingerie.

This January edition was a real celebration. The plant-based scenography, the elegant design of the hall, the vibrant fashion show, the presence of the ‘greats’ and the gems of the market: the perfect cocktail for a successful event.

Its proximity to Interfilière Paris makes it the industry’s most important global event with suppliers, buyers and brands from the major structures all on the same floor as some more niche players.

On the same stage, everyone has a chance to observe the competition, the different products on offer and the major trends.

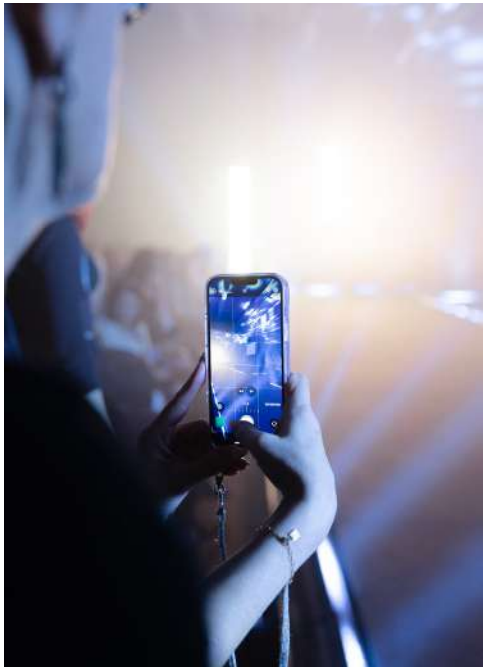
It’s truly a unique global event.

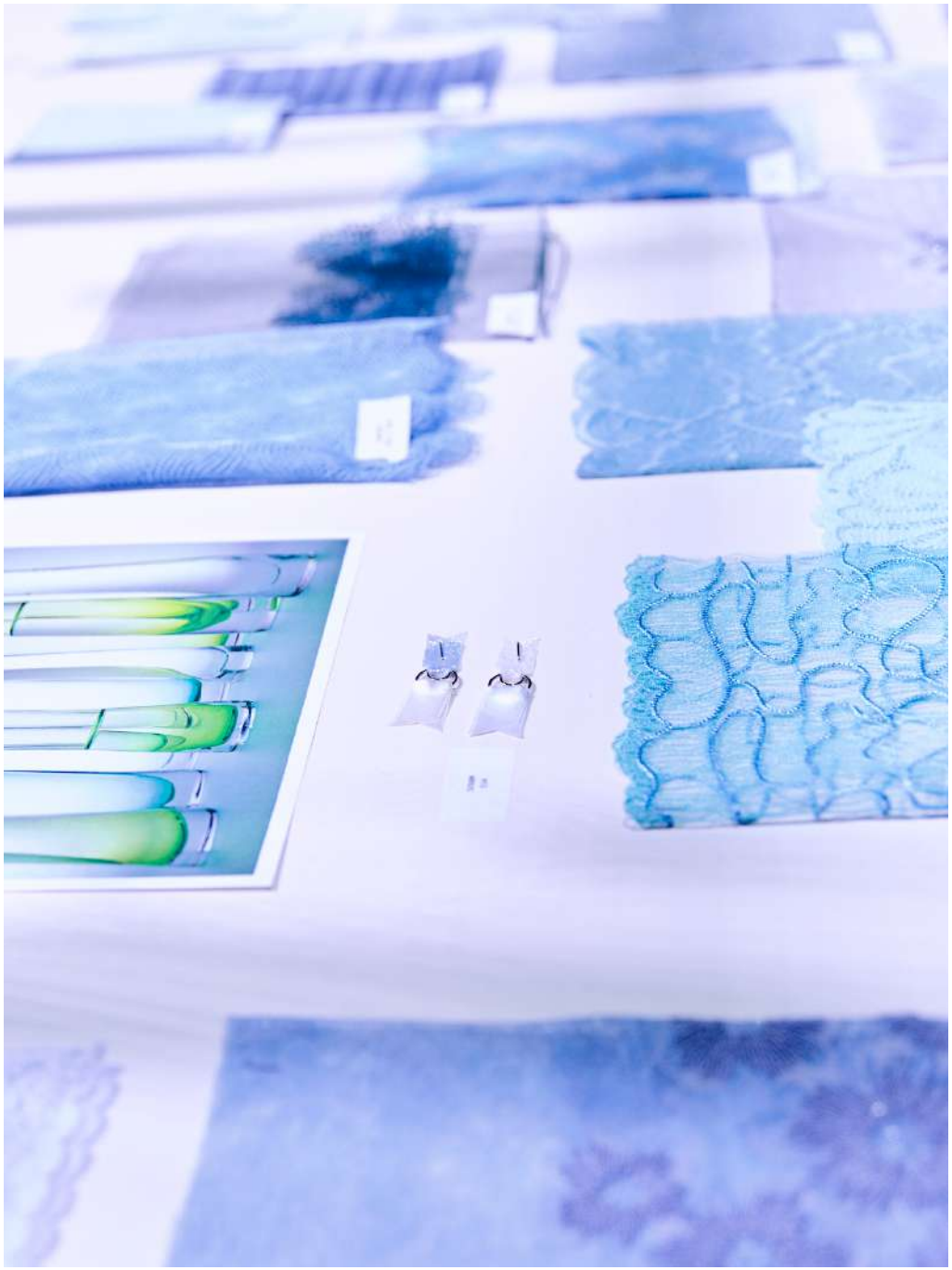


“It’s exciting to discover new technologies.”
Kanoko Ikeda, Merchandiser, Uniqlo, Japan

“Best sourcing ever!”
Fanny Espinasse, Head of design And development, Livy, France

“A real inspiration, a chance to discover the latest trends through fashion shows and meet exceptional lace suppliers.”
Elise hemmer, Stylist, La Redoute, France





January 2025 editions figures

38,000 visitors over 3 days
→ 51% French / 49% international
→ 25% new buyers

Focus on Hall 3: Salon International de la Lingerie & Interfilière Paris
→ 16,000 visitors over 3 days
→ 60% international / 40% French
→ 32% of Hall 1 visitors came to Hall 3

+ More than 100 conferences, talks and workshops spread over the 4 shows

Focus on brands and suppliers Hall 1
Who’s Next & Bijorhca

1150 brands throughout Hall 1
Who’s Next: 1000 brands
Bijorhca: 150 brands and suppliers

30% new products throughout the Hall

Breakdown France / Inter: 45 / 55
40 nationalities outside France

Top 5 foreign countries:
→ Italy: 15%.
→ Spain: 10%.
→ India: 4%
→ Germany: 4%.
→ Greece: 3%.

WHO’S NEXT
1000 brands, 30% new
→ 55% Accessories
→ 40% Ready-to-wear
→ 5% providers and institutions

France / Inter: 45% / 55%

Top 5 foreign countries :
→ Italy: 17
→ Spain: 10%.
→ India: 4% of GDP
→ Turkey: 3%.
→ Netherlands: 3%.

BIJORHCA
150 brands, 25% new
→ 114 Bijorhca brands (collections)
→ 36 wholesalers / suppliers Elements

France / Inter: 48% / 52%

Top 5 foreign countries :
→ Spain: 14
→ Germany: 10%.
→ Greece: 10%.
→ Italy: 5%.
→ India: 4% of GDP

Focus on brands and suppliers Hall 3 Salon International de la Lingerie and Interfilière Paris

400 brands throughout Hall 3
SIL: 220 brands
IFL: 180 suppliers and providers

30% new products throughout the Hall

Breakdown France / Inter: 22 / 78
36 nationalities outside France

INTERFILIÈRE PARIS
Breakdown by Universe
180 wholesalers and suppliers, 21% new

→ **26% Fabric Suppliers - +10% Vs J24**
→ 19% Accessories suppliers
→ 19% Lace Supplier
→ **16% Manufacturer - +37% Vs J24**
→ **15% of embroiderers - +25% Vs J24**
→ **4% Innovation – Not applicable last year**
→ 1% Textile Designers

SALON INTERNATIONAL DE LA LINGERIE
Breakdown of the offer
220 brands, 37% new

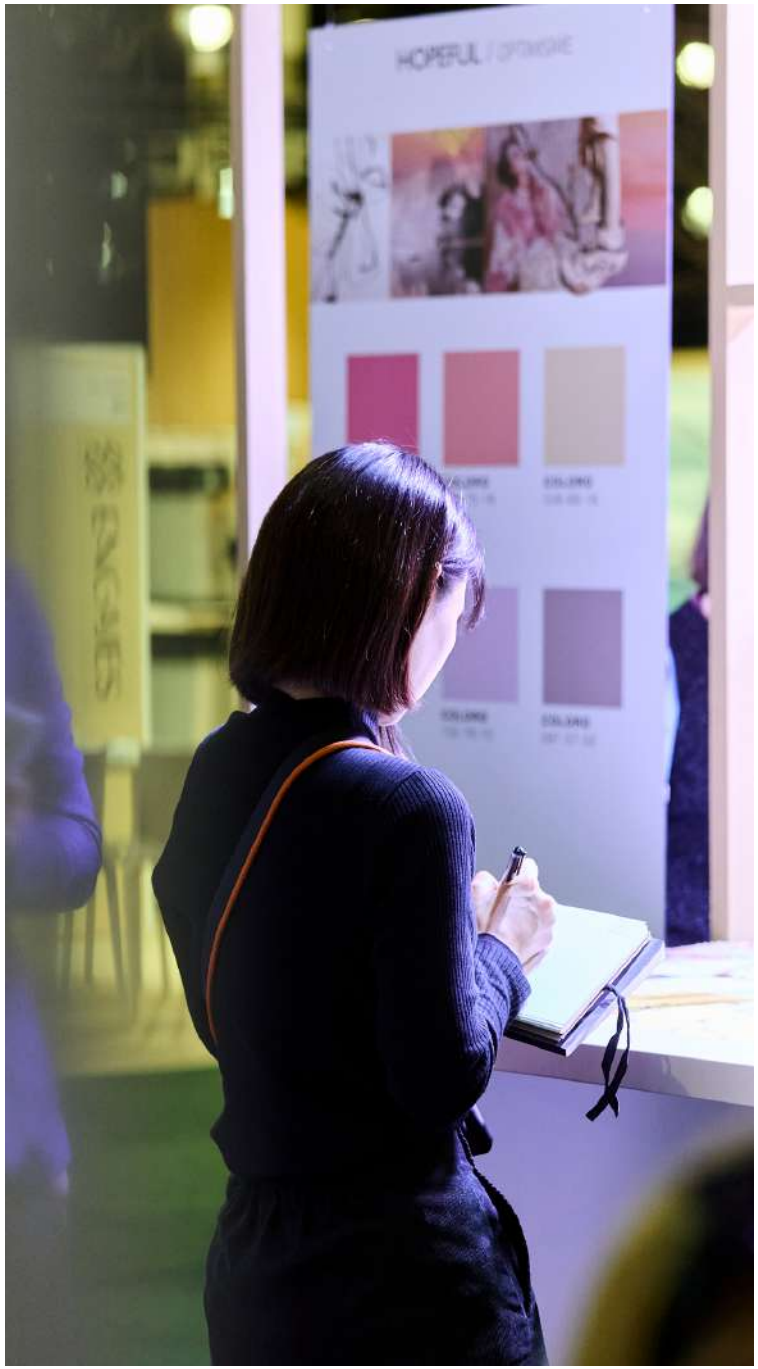
Focus :
→ 20 brands on Exposed
→ 15 brands on Wellness
→ 8 Ulule brands

France / Inter: 30 / 70

Top 5 foreign countries :
→ Italy: 12%.
→ Germany: 9%.
→ USA: 9%.
→ UK: 5%
→ Turkey: 4%.

SEPTEMBER 2025 EDITIONS: A RENEWED VISION FOR THE CREATIVE INDUSTRIES

The foundations of the WSN Group's industries



Our events at Porte de Versailles are designed to **bring major industries together by offering major business opportunities.**

Each event brings key players together to create a dynamic ecosystem, both upstream and downstream.

At the same time, the needs of brands and distributors are in constant evolution, seeking solutions tailored to the new challenges of sustainability, traceability and innovation.

So for the start of the 2025 season, and building on all our work over the last few years, we've made a number of changes to meet their expectations even more effectively.

Sourcing as a strategic lever

Interfilière Paris and the Salon International de la Lingerie have already brought sourcing and finished products together in the lingerie sector, a partnership shared by Elements and Bijorhca for jewellery.

When we saw the effectiveness of these links, and how unique they are globally, we decided to extend this approach to other sectors: we've merged the entire chain to create unique strategic opportunities and boost our customers competitiveness.

In September 2025, Interfilière Paris will become a global fashion sourcing event, now including ready-to-wear and accessories. This new impetus will bring together innovative materials, artisanal expertise and responsible solutions, to offer a comprehensive vision of creative and commercial possibilities in a single hall.

Hall 1 will once again host Who's Next and Bijorhca. Sourcing at the two shows (From and Elements) as well as that of Interfilière will be presented in its own dedicated area, the perfect solution for all key players: brands, retailers and sourcing.

A natural evolution in phase with its market

Who's Next has always evolved in line with its customers and its market. Its DNA doesn't allow it to stand still.

We've recently seen a growing trend towards fashion boutiques becoming concept stores, integrating design, lifestyle and well-being. It's a phenomenon that reflects changing consumer expectations, and one that we confirmed with our Matter & Shape event in March at the Jardin des Tuileries.

So it's only natural for Who's Next to unveil its Design, Lifestyle and Home Decoration area in September 2025.

As with all our new sectors, we will design the event on the basis of curation and rigorous selection, with strong partnerships in the lifestyle sector.

But one thing that will never change is our desire to provide you with a thrilling and inspiring experience, while ensuring the long-term future of your business.

See you in Paris, Porte de Versailles, from 6 to 8 September 2025

In September 2025, Who's Next and Interfilière Paris are redefining the shape of their ecosystems with a renewed ambition: to **offer a global experience where fashion, manufacturing and sourcing converge to come up with the future of the creative industries.**

These re-imagined events are becoming strategic platforms for meeting the industry's major challenges: sustainability and traceability, innovation and cross-sector collaboration.

"Who's Next is built on a multidisciplinary creative core, structured by sectors. Our ambition is to apply this approach to sourcing by bringing together the upstream aspects of the supply chain to provide solutions, insights, and quality that meet the expectations of our clients."
Sylvie Pourrat, WSN Group Development Director

"Matter and Shape has demonstrated a market trend that we are already experiencing, that most retailers are aware of, and that is taking effect: the merging of the creative industries of fashion and design. We are lucky enough, within the Group and with our various entities, to be able to observe the markets, and Who's Next is ready to integrate this type of offer. So we're responding to the question retailers are asking: how can we make the consumer's visit to the shop more interesting, get them to make a purchase and build loyalty?"
Matthieu Pinet, Founder Matter & Shape, General Manager SIL and Interfilière Paris

About WSN group

For over 35 years, we've been imagining and designing events that inspire, connect and celebrate creativity.

We're passionate about all that we do.

At the intersection of fashion, design, lifestyle and culture, the WSN Group offers experiences that bring business and emotion together.

We support brands, distributors, emerging talent and professionals in the creative industries.

In 10 years, we have gone from 2 events to 12 annual events, all completely different and unique, designed to meet the host of expectations of the creative industries.

We have successfully launched new formats: Matter & Shape, DRP...

In addition to these 12 events and our role as a connector, we wanted to go even further and offer concrete ongoing solutions: WSN Academy, RUN, partnerships with Ankorstore and Ulule, among others.

Having multiple entities is therefore a unique strength.

In Paris and abroad, throughout the year, every event, large and small, is a response to the diverse issues that our customers and the market all face.

THE PERFORMANCE OF THE GROUP :

→ 12 annual events, compared with 2 a few years ago.

→ From exhibition organiser to operator

→ The development of 4 concrete solutions

→ Strategic partnerships with ANDAM, Ankorstore, Ulule...

→ 150,000 trade visitors every year

"Our host of events and entities revolves around a single core: creation. They couldn't be brought together in the same format, and that's not our intention. Throughout the year, during Market Weeks and Fashion Weeks, our customers need different events to address different issues such as Sourcing, curation, culture and digitisation... Our mission is to serve our ecosystems."
Frédéric Maus, CEO WSN Group

WSN

Business & Emotions.

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