

PREMIERE CLASSE

2-5 October 2026
Paris Jardin des Tuileries



From 2 to 5 October 2026, the fashion destination in the Jardin des Tuileries recorded a 25% increase in attendance compared with October 2025. This growth confirms the momentum of this edition and Premiere Classe's position as a must-attend event during Paris Fashion Week.

AT THE TUILERIES, WORLDS MEET AND THE DRAWING POWER IS CONFIRMED

The success of this season stems from several combined forces: a more selective Premiere Classe, the successful launch of the Shoppe Object Paris lifestyle space within the show, and the new Jill show, a destination for collectible fashion, alongside it. Together with the RUN x ANDAM showroom, welcoming buyers by appointment, this complementarity turned the Tuileries into an all-round destination. A convergence of formats that breaks down the barriers between fashion, accessories, design and lifestyle, enriches the buyer experience and lets buyers build selections that give each store its own identity.

This momentum was also reflected in the hosting and production of FRANCÉCLAT's new event, "Le Rendez-Vous" Émergence. By supporting its launch at the Tuileries, WSN placed its experience, teams and network at the service of a partner project. This expertise extends beyond its own shows: bringing complementary worlds together, and designing, launching and producing events for other players in the creative industries, giving each project a distinctive setting and a place on the Paris calendar. A new way of building collaborations and of circulating perspectives, ideas and opportunities.

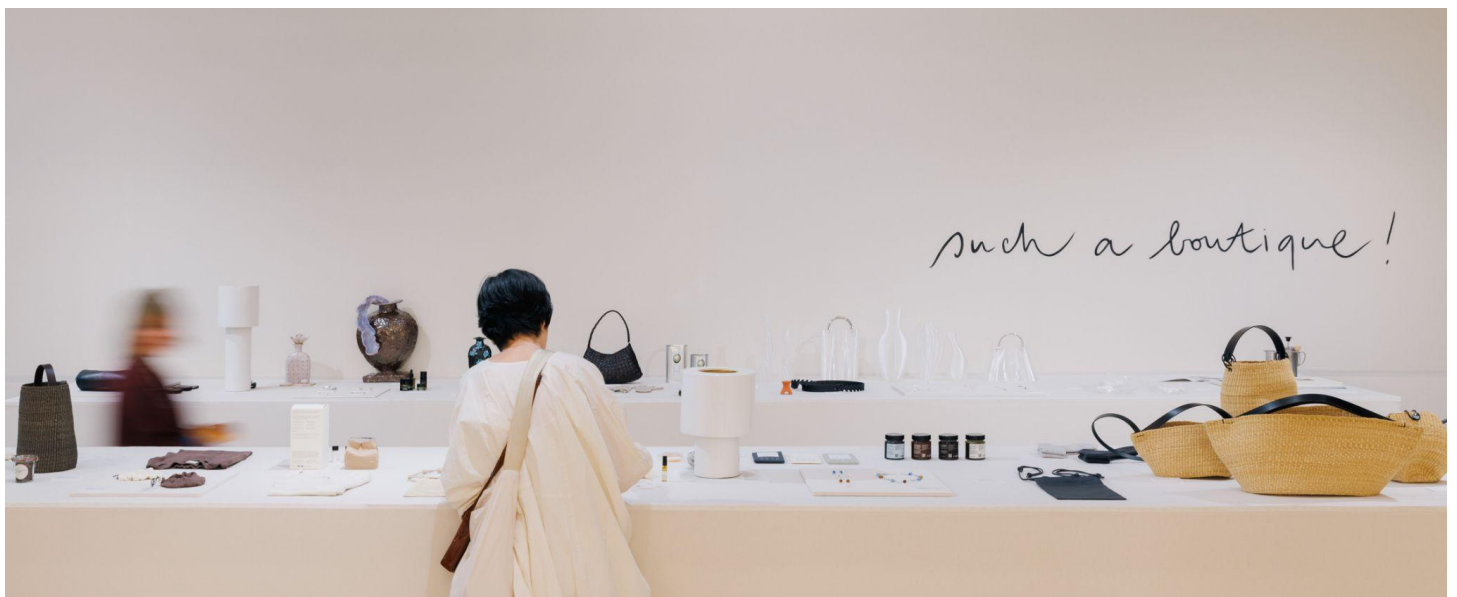
A MORE CURATED SELECTION, A SHARPER EYE

With 350 brands, Premiere Classe asserts its place as a key event of Paris Fashion Week. A place where buyers come to discover new labels, meet designers and build selections that give each store its identity, bringing fashion, accessories, design and lifestyle into dialogue.

This season, Premiere Classe's evolution took the form of a more refined selection.

Accessories remain at the heart of this vision. Jewellery, bags, shoes and textile accessories form an international panorama of creativity, from established houses to labels waiting to be discovered. Alongside them, ready-to-wear continues to take its place along the show's route and accounts for 20% of exhibiting brands. This opening allows buyers to build a complete wardrobe, bring different worlds together and fine-tune the identity of their selections.

This edition brought together 350 brands from 36 countries, 38% of them French and 62% international. First-time exhibitors made up 32% of the selection, bringing fresh perspectives to an event that values loyalty as much as discovery.





GABRIEL MARCELLA X LISA RAYAR



MANUEL MATHIEU

“For my first visit, Premiere Classe was a truly inspiring discovery. I loved its distinctive approach and its brand selection. Pampa was one of my favourites, with its strong identity and creative vision. I also discovered Garea, a bag brand with real personality.”

— Lisbania Quedo, founder of Ojo de Leon, Nicaragua and United States

“At Premiere Classe, I was drawn to authentic brands that have a story to tell. Allemandi caught my attention with its shapes and quality. That’s what makes Premiere Classe interesting: discovering pieces that tell a story and meeting the people and cultures behind them.”

— Tomas Pozlewicz, founder of EIGHT, Poland

KEY FIGURES OF THE EDITION

- 350 exhibiting brands
- 38% French / 62% international
- 36 countries represented
- 20% ready-to-wear brands
- 32% first-time exhibitors

“Premiere Classe allows us to meet different markets and give our brand visibility in a setting that suits it. You have to know where to present your brand: here, we feel we belong.”

— Maria Maciá Vicente, Garea

• THE MEETING POINT FOR INTERNATIONAL BUYERS

Over four days, Premiere Classe welcomed a large number of unique trade visitors, up 25% on October 2025. With 61% international visitors and 109 countries represented, the show brought together a community of buyers, distributors and influencers who came to set their eyes on the season's collections.

Concept stores, multi-brand retailers, department stores and e-commerce players find offerings here that can shape a store's identity. Discovering a house, renewing an order or opening up a new market give these exchanges tangible impact.

"We usually rush from one appointment to the next. Premiere Classe let us take the time to walk through every stand and discover brands we might not otherwise have come across. I spotted beautiful shoes, hats and accessories: essential categories for offering something new to our customers and creating opportunities for our stores. I'm already looking forward to new collaborations."

**— Yuna Song, buyer at Tom Greyhound —
Handsome Corp., South Korea**

"This is my third time at Premiere Classe, and the best so far. Over the editions, meeting buyers has helped me develop a sharper offering. This season brings that work to fruition, with sales in the United States and several European countries, notably to department stores."

— Philippe Zorzetto



CONGLACK

AN INTERNATIONAL AUDIENCE

France 39% — International 61%

TOP 5

1. Italy 9%
2. United States 6%
3. Japan 6%
4. Spain 5%
5. Germany 5%

109 countries represented in total.

27% of visitors discovered Premiere Classe for the first time.

SEE DIFFERENTLY. SEE WHAT MATTERS.

For the first time, Premiere Classe entrusted its art direction to such&such. Through the scenography and the campaign “See differently. See what matters.”, the agency offered a cross-disciplinary view of creativity, attentive to objects, materials and the stories behind them.

This approach took shape in *such a boutique!*, a new space within the show, somewhere between concept store, showroom and cabinet of curiosities. Accessories, beauty, gastronomy, design, publishing and lifestyle sat side by side in a selection of brands and products chosen for their quality and singularity.



SHOPPE OBJECT PARIS FINDS NEW GROUND WITHIN THE PREMIERE CLASSE FASHION ROUTE

Invited to Premiere Classe for the first time, Shoppe Object Paris presented a premium capsule of 14 new brands spanning design, home, wellness and lifestyle (Amca Oval, Batchig, Foundy, Hélène Paoli, Oros, Sarah Espeute, Saved New York, Sirane...).

For its Paris Fashion Week edition, Shoppe Object Paris offered a sharp selection designed specifically for Premiere Classe. A curation that brings design, objects and lifestyle into dialogue with fashion, in keeping with the show's high-end positioning.

Premiere Classe is thus broadening its scope to bring fashion, design, beauty and lifestyle together, and to support the evolution of concept stores and multi-brand spaces, whose selections bring uses, disciplines and sensibilities closer together.

“I came to Premiere Classe to discover new ready-to-wear and accessories brands. I didn’t expect to find such a sharp selection of lifestyle and home designers at Shoppe Object Paris, opening up new perspectives beyond fashion. I discovered objects and brands with real potential for the Puerto Rican market, especially Hélène Paoli’s lighting, which immediately caught my eye.”

— Tilky Morales, founder of 81MM Design House, Puerto Rico

“Within Shoppe Object Paris, the brands offer different but coherent aesthetics that help buyers envision the products in their stores. This first participation also gave us visibility with French and international buyers we wouldn’t necessarily have reached from our office. We’re very pleased.”

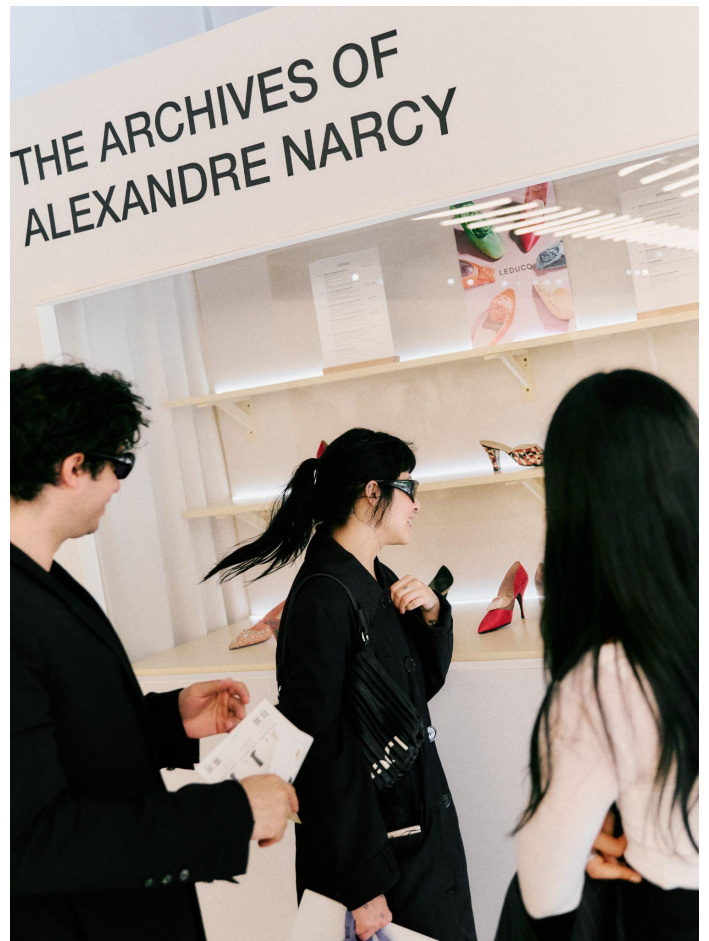
— Laure Amoros, Oros



BRUT ICON: WORLDS THAT OPEN THE EYE

Spread across two spaces, Brut Icon continued its exploration of new aesthetics. Accessories and ready-to-wear revealed free-spirited approaches, unexpected constructions and singular ways of thinking about material and the body.

This season, the space notably hosted Adrien Michel, winner of the le19M Prix des Métiers d'Art at the Hyères Festival, as well as Maison Douillet and Shoeshoe, talents from the Ateliers de Paris. Their presence extends Premiere Classe's ties with the institutions that support creative talent.



CRAFTSMANSHIP, BETWEEN HERITAGE AND CREATION

Ahead of a sale scheduled for January 2027 at Leducq Enchères, Premiere Classe presented twelve archive pieces from the collection of Alexandre Narcy. From Christian Dior to Yves Saint Laurent, by way of Hermès, Christian Lacroix, Givenchy and Nina Ricci, the selection showcased five decades of creation, from 1950 to 2000, through the eyes of a shoemaker and pattern-maker linked to the history of Haute Couture.

The Entreprises du Patrimoine Vivant (Living Heritage Companies) collective highlighted French houses that are custodians of rare skills. Gesture, transmission and contemporary research come together here, making artisanal heritage a resource for creation.

With ADC — Au-delà du cuir (Beyond Leather), the route also brought together various expressions of the leather and accessories industry: leather goods, footwear, belts and innovation, notably through 10.03.53, Bonastre, Léo et Violette, Caulaincourt, K Jacques, Maison Boinet and Alternative Innovation.

CREATIVE SCENES IN DIALOGUE

By welcoming delegations supported by international institutional partners, Premiere Classe opens new perspectives for brands and introduces buyers to creative scenes from elsewhere. An encounter between local identities and international perspectives that supports designers as they open up to new markets.

Talent Indonesia supports Indonesian brands in their international development. Initiated by the Indonesian Ministry of Trade, the Embassy of Indonesia in Paris, the City of Jakarta and L'Adresse Paris Agency, the programme combines mentoring and professional meetings. At Premiere Classe, it showcases labels exploring their heritage through new forms, materials and uses, and connects them with buyers.

For its first appearance in Paris, Colectivo [P U E N T E] Internacional featured the Colombian brands CANNABIS, DIVINA COLLECTION, EL MALETERO and UANA by wanaawaa. Backed by the Bogotá Chamber of Commerce, they shared the identities and craftsmanship of the San Victorino and El Restrepo neighbourhoods.



DIVINA COLLECTION



UANA BY WANAAWAA

RUN x ANDAM — A SHOWROOM BETWEEN PARIS AND TOKYO

Alongside Premiere Classe in the Jardin des Tuileries, RUN x ANDAM brought together 10 brands this season in a showroom welcoming buyers by appointment.

Born from the collaboration between WSN and ANDAM, RUN champions demanding, creative fashion, driven by designers who assert their vision and help shape the fashion of tomorrow. Its selection is aimed at the most selective retailers in the world.

This season, the collections were notably discovered by the teams of Estnation in Japan and Empty — Musinsa in South Korea.

The exhibition dedicated to the ANDAM prizewinners honoured Marie-Adam Leenaerdt, Grand Prix; Pauline Dujancourt, Special Prize; Anthony Calydon, Pierre Bergé Prize; and Philéo Landowski, Accessories Prize.

A new WSN group platform being rolled out internationally, RUN is present in Paris and Tokyo. In partnership with ANDAM and the Japan Fashion Week Organization, its presence in Japan extends this support and opens new perspectives with players in the Asian market.

The second edition, held during Rakuten Fashion Week TOKYO 2027 S/S, brought together Studio Martini, Berbec Corp, Lucie Neouze, Silpa, Terje Vincentz, Sonia Carrasco and Anthony Calydon. A runway show co-produced by WSN and the JFWO also presented the collections of Sonia Carrasco and Anthony Calydon.



JILL — COLLABORATIONS, LIMITED EDITIONS AND ONE-OFF PIECES

For its first edition in the Jardin des Tuileries, Jill brought together 37 brands around three themes: collaborations, limited editions and one-off pieces. Conceived by WSN with Jean-Pierre Blanc, this new event gives a space to collectible fashion: fashion chosen for the singularity of a piece, its story and the vision of its creator.

Collaborations bring worlds and skills together. For example, Maison Fabre, a glovemaker since 1924 and holder of the Entreprise du Patrimoine Vivant label, invited Saskia Diez to explore the glove through jewellery. A meeting between century-old craftsmanship and a contemporary voice, opening up new possibilities for the accessory.

Limited editions put the act of making centre stage. With Anatomie Vêtement, Japanese denim takes shape in a Parisian workshop where the designer carries out every production step himself. Made in small runs, his pieces extend a culture of utilitarian clothing, attentive to material, construction and finishing.

One-off pieces are born of the freedom to transform. Adam Jones creates an upcycled wardrobe from vintage textiles: tea towels, promotional towels and blankets become the materials for new creations. Their patterns and stories give each piece its character, blending British humour, domestic spirit and punk energy.

Open to both trade and the general public, Jill brings together the perspectives of buyers and of those who will wear the creations. For brands, these direct exchanges are a chance to get to know their customers better, understand what attracts them and see how they make the pieces their own. A wealth of ideas and feedback that fuels creativity, helps refine offerings and inspires future collections.



"What touched me most about this first edition of Jill was the generosity of the exchanges. Designers, collectors, buyers and the public came together with the same curiosity and the same joy of discovery. Many told us they felt at home. That's wonderful to hear: we wanted a warm place where people could take time to look at the pieces, talk with those who imagined them and sometimes leave with a favourite. I come away with a great deal of enthusiasm and the feeling that a community is starting to form."

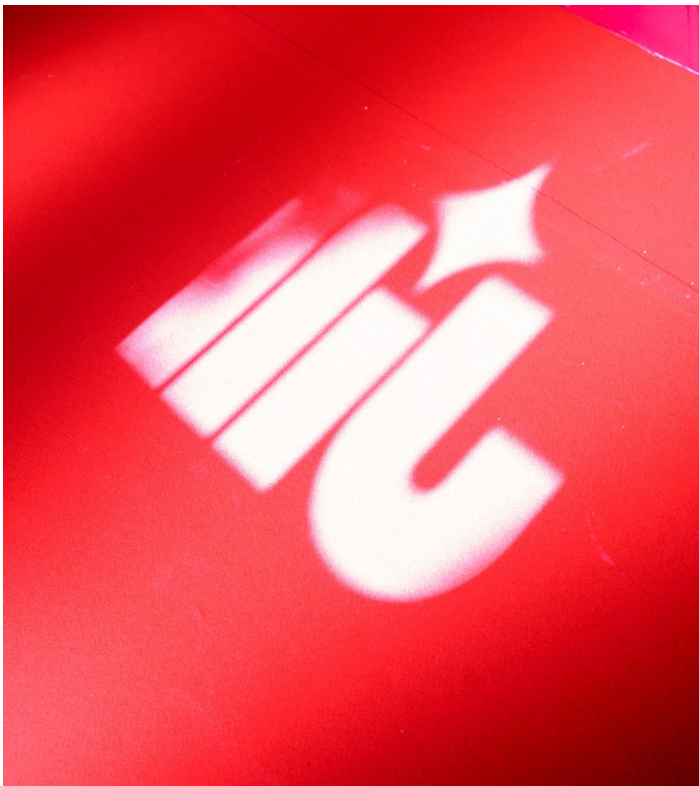
— Jean-Pierre Blanc

"This red UFO, a precious jewel box set in the middle of the Jardin des Tuileries, was a breath of fresh air, a true Aladdin's cave of rare brands and personalities. A real journey to the heart of creativity, not just stands and square metres. We're very proud to have been part of this number one, with stars in our eyes. There was the era of the Claudettes. We are the Jillettes!"

— **Alexandra Senes, founder of Kilometre Paris**

"Beyond its commercial value, Jill was a powerful human experience. I'm really proud to have presented my new project there, and happy with the encounters and exchanges. It's the first time I've felt this good at the end of a trade show."

— **Christophe L'Hôte**



JILL HORS LES MURS – EXHIBITION " AU FIL DE LA MODE"

AN EXPERIENCE THAT EXTENDS ACROSS PARIS

Jill also lives beyond its walls. The exhibitions held at India Mahdavi and Pierre Passebon, as well as the Nuit de la mode, extended the event beyond the Tuileries, bringing fashion, art and culture into dialogue. Discovering a piece, stepping into an exhibition, meeting a designer, getting together in the evening: this movement between places and worlds makes Jill an experience to explore and share.

These events form an experience to explore and share: discovering a piece, stepping into an exhibition, meeting a designer, getting together in the evening. Jill thus brings creativity to life in the city and gathers an open, curious community around it.

MEETINGS WITH A SENSE OF CELEBRATION

At the Tuileries, Premiere Classe, Shoppe Object Paris, RUN x ANDAM and Jill brought together communities with complementary perspectives. At WSN, encounters naturally carry on into celebration. The Premiere Classe party and the other events that punctuated these four days extended the spirit of the show: talents reconnected, affinities emerged and conversations took on a festive tone.



Next edition of Premiere Classe
5-8 March 2027,
Jardin des Tuileries, Paris.

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ABOUT THE WSN GROUP WSN-EVENTS.COM

For over 35 years, WSN has created events that inspire, connect, and celebrate creativity. A key player at the intersection of fashion, design, lifestyle, and culture, the group delivers experiences that blend business with emotion, supporting brands, retailers, emerging talent, and creative industry professionals alike. Over the past decade, WSN has grown from 2 to 12 annual events, each conceived to meet the full range of needs across the creative industries. Its flagship formats include Premiere Classe and Who's Next, alongside newer concepts such as MATTER and SHAPE and DRP. Beyond its events, WSN builds year-round solutions for creative communities through initiatives including WSN Academy, RUN, and partnerships with Ankorstore, Fashop, PagesMode, and Ulule. The breadth of its portfolio is a genuine strength, enabling WSN to deliver relevant, timely responses to the challenges facing creative markets, both in Paris and internationally.