PREMIERE CLASSE

2-5 October 2026
Paris Jardin des Tuileries



From Friday, October 2 through Monday, October 5, 2026, Premiere Classe returns to the Jardin des Tuileries with a r**enewed sense of purpose**. This edition brings together an **expanded roster of worlds**: **JILL** and ***such a boutique!*** **join Shoppe Object Paris, Brut Icon,** and the **RUN x ANDAM showroom, pushing the boundaries of contemporary creation** further than ever before.

For more than 35 years, Premiere Classe has been the international gathering point for fashion accessories during Fashion Week. Today, as the lines between fashion, design, beauty, and lifestyle continue to blur, its ambitions have grown accordingly.

In a market where consumers seek singular experiences and independent points of view, where concept stores, department stores, and multi-brand platforms build their edits well beyond traditional categories, Premiere Classe champions a bold, cross-disciplinary vision of creativity. Through a rigorous international curation that brings accessories, design, beauty, home, and art de vivre into genuine conversation, the show unites the brands and creators shaping the new frontiers of contemporary lifestyle.

Talks, installations, exhibitions, curatorial collaborations, dedicated design and lifestyle spaces, food concepts, and exclusive experiences punctuate the program throughout.

Premiere Classe: where it all connects.

PREMIERE CLASSE × SUCH&SUCH

In keeping with this evolution, Premiere Classe has entrusted its artistic direction for the first time to the agency such&such. Known for its work across fashion, lifestyle, gastronomy, and culture, the agency brings a distinctive curatorial sensibility to this SS27 edition.

Its involvement spans the scenography, the conception of *such a boutique!,* and the overall coherence of the visitor experience. such&such also signs the show's campaign, built around the theme *"See differently. See what matters"*, an invitation to look at creativity with fresh eyes and surface the most singular propositions.

BRUT ICON

A signature space within Premiere Classe, Brut Icon has established itself as a laboratory for emerging aesthetics, a place where creativity breaks free of convention and category. Conceived as an open platform for expression, it brings together accessories, jewelry, and singular creative propositions that celebrate bold, unconventional approaches.

This season, Brut Icon welcomes **Cognie**, **Natalie Grassi**, **Misenithe**, and **Outré**, alongside emerging talents exploring new ways of thinking about accessories and objects.

SUCH A BOUTIQUE!

Conceived by such&such, *such a boutique!* arrives at Premiere Classe as a hybrid space hovering between concept store, showroom, and cabinet of curiosities. Designed as a pause at the heart of the show, it brings together a selection of emerging and established names from the worlds of accessories, beauty, gastronomy, design, publishing, and art de vivre.

Through a discerning curation, *such a boutique!* puts the spotlight on objects, products, and savoir-faire chosen for their quality, their singularity, and the stories they carry. A bottle of olive oil, a tube of hand cream, a rare book, a pair of glasses; each sits alongside the other, reflecting the shifting ways we discover and consume.

In a world where exchange and discovery are increasingly dematerialized, *such a boutique!* makes a case for the sensory and the real. Feeling a material, tasting a product, flipping through a book, talking with a maker: small gestures that restore full value to encounter and emotion.



Claire Charlotte



Aeneis

Pure Sugar

Alhaja is a Spanish jewelry brand founded by María and Irene, drawing inspiration from the Mediterranean, folklore, and ancient cultures. Made locally in Spain, its unisex pieces take the form of contemporary amulets where craft, symbolism, and sustainability meet.

Garea is a Spanish leather goods brand that reinterprets the craft of leather through a clean, contemporary aesthetic. Made in collaboration with local artisans, its pieces balance essential lines, functionality, and artisanal excellence.

BRAND HIGHLIGHTS

With close to 300 brands gathered at the Jardin des Tuileries, Premiere Classe offers a sweeping international panorama of contemporary creativity. Among the new names and standout signatures of this edition, several distinguish themselves through their craftsmanship, their artisanal approach, or their committed vision of making. A closer look into some brands embodying the spirit of this season:

Founded in 2018 by Lisa Lubrini, **Aeneis** is an accessory brand rooted in Ticino, Paris, and Lake Como. Known for its silk scarves with timeless motifs, the house champions Italian craftsmanship, small-batch production, and a responsible approach grounded in quality, longevity, and local know-how.

Founded in 1979, **Pure Sugar** has built a singular expertise around Richelieu knit, the house's defining signature. Crafted on vintage looms through an integrated production process, its collections are distinguished by their comfort, durability, and refined finish. The brand carries forward a French family tradition through pieces that sit squarely in the casual-chic register.

Runaway Bicycle is an Indian fashion and home textile brand that celebrates traditional textile craftsmanship through collections made in collaboration with local artisans. By honoring ancestral techniques and rigorous production processes, the brand advocates for a vision of sustainability rooted in transmission, quality, and material longevity.



Manipuri



Nicholson and Nicholson



Rosa Mosa



Pantanetti



Helen Kaminski



Tataborello



Yuqri



Sapias



Kijinokanosei



Zapota Hair



Mia Hat & Accessory

SHOPPE OBJECT PARIS

This season, Premiere Classe deepens its program with a curated selection of Shoppe Object Paris brands and designers. Woven into the fabric of the show, their home, design, and lifestyle propositions complement Premiere Classe's longstanding accessories offer and speak to its opening toward new creative territories. Tableware, furniture, décor, and everyday objects now take their place at the heart of the floor, affirming the growing role of lifestyle across fashion and contemporary creativity.

JILL

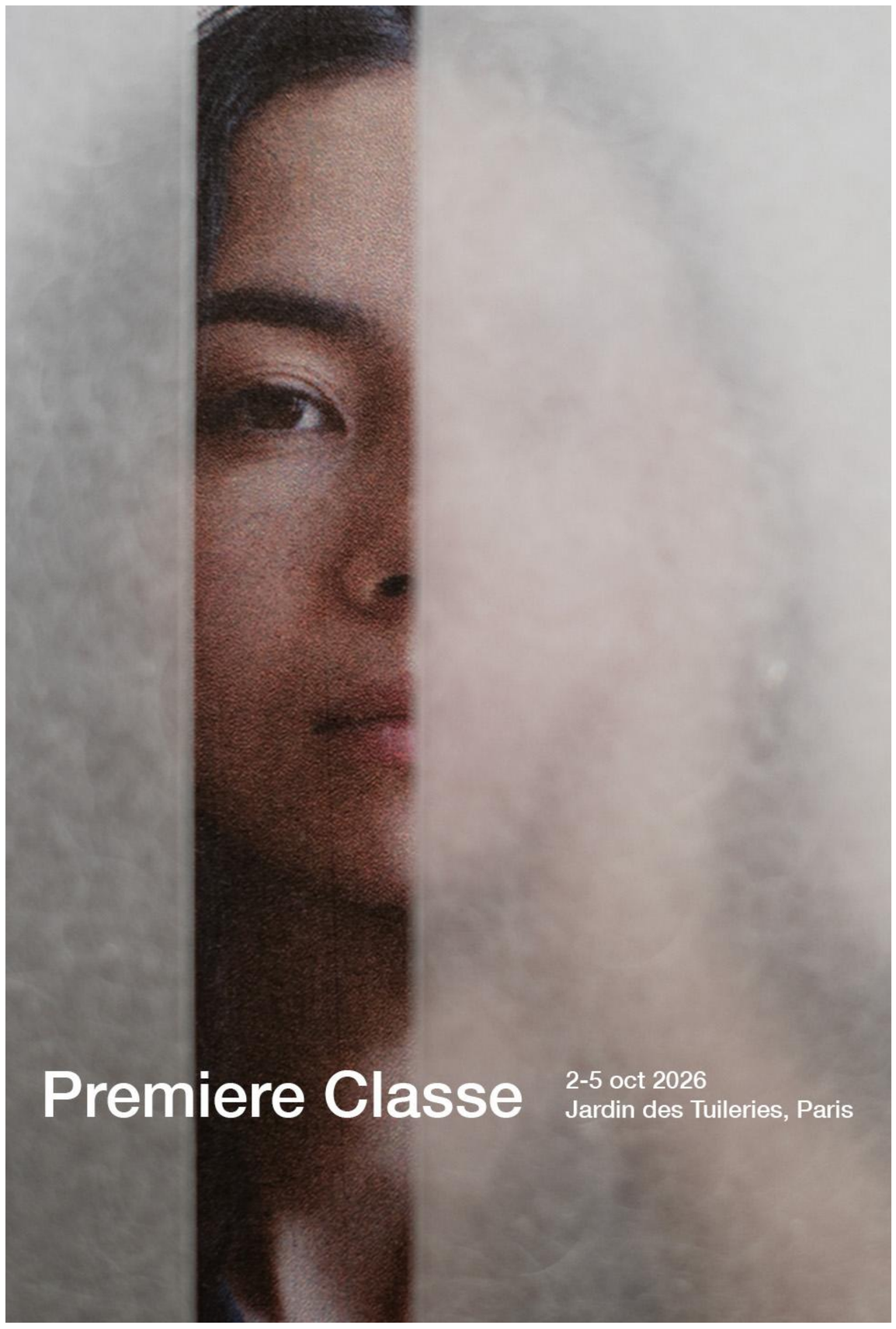
In keeping with its openness to new formats and creative communities, this season Premiere Classe welcomes JILL, an initiative that offers a different perspective on fashion during Paris Fashion Week.

JILL is the first fashion and accessories event dedicated entirely to collaborations, one-of-a-kind pieces, and limited editions. Created by WSN together with Jean-Pierre Blanc, JILL celebrates free, transversal, and contemporary creativity through a curated selection of makers, a cultural program, city-wide itineraries, and a community that stays active year-round.

More than a trade show, JILL is a collective experience that treats fashion as a living art form.



Jill



RUN x ANDAM

For SS27, the RUN x ANDAM showroom returns to the Jardin des Tuileries, reaffirming its role as a platform dedicated to the next generation of designers. Born from the collaboration between Premiere Classe and the ANDAM Fashion Awards, this gathering puts a rigorous selection of ready-to-wear and accessories brands in the spotlight, a mix of emerging talent and labels already making their mark on the international scene.

A LEGACY, A VISION

True to its **DNA as a talent-first platform**, and building on **longstanding partnerships** with the **Festival d'Hyères** and the **Ateliers de Paris**, Premiere Classe today **asserts its role as an open cultural and commercial destination**, a place where **fashion, design, and lifestyle** converge to **create new possibilities** and **inspire the retail stories of tomorrow.**

PRACTICAL INFO
Friday 2 - Monday 5 October 2026
at the Jardin des Tuileries in Paris
Friday - Sunday: 9:30am-7:00pm
Monday: 9:30am-6:00pm

Get your badge via this link.

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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.