RUN X ANDAM

June 25–29, 2026, Paris

Lado Bakuchava

For Paris Fashion Week, June 25–29, RUN takes over Carpenters Workshop Gallery for a landmark edition that marks a turning point in its evolution.

Alongside Likewise Showroom and By Fouss Showroom, the project brings together nearly twenty international houses and labels under one roof; a denser, more legible space where distinct creative voices (spanning clothing, accessories, and contemporary art) speak to one another, forming a broader picture of the contemporary fashion landscape.

Born from a single conviction, RUN was designed as a support platform from the start: emerging brands need a clear, structured, demanding framework to present their collections during Fashion Week and build their growth within a real market dynamic.

"RUN was conceived as a concrete tool for creators: a space capable of amplifying visibility while also marking that critical inflection point where a brand begins to find its place, its rhythm, its key relationships. By gathering multiple energies under one roof this season, we strengthen that mission even further."

Frédéric Maus, Chief Executive Officer, WSN

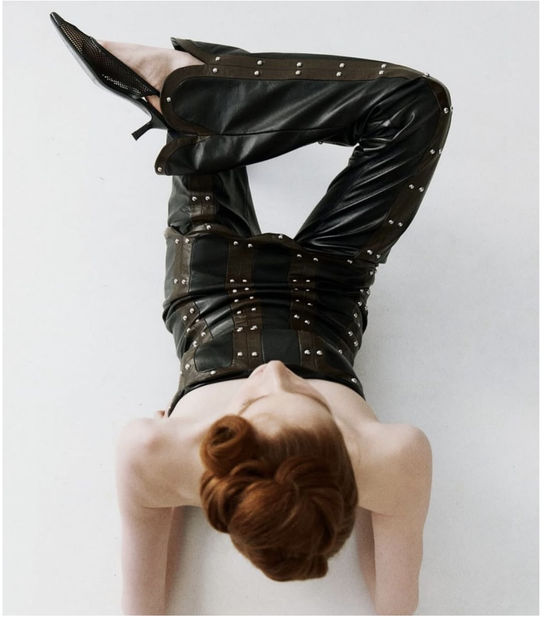
The World Is Your Oyster

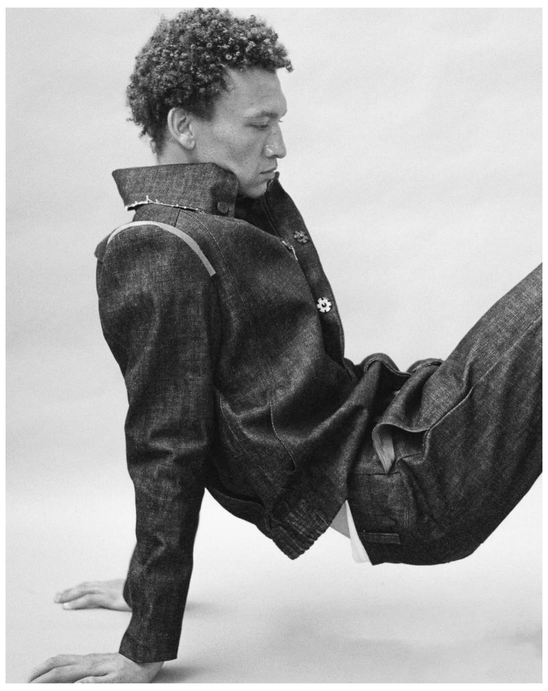
A FORMAT TAKING ROOT, A VISION COMING INTO FOCUS

Since its inception, RUN has established itself as a dedicated space for tomorrow's talent, designed to give emerging houses an environment that matches their ambitions during Fashion Week. More than a showroom, RUN functions as a catalyst for connection, fostering exchange between designers, buyers, press, and industry leaders.

This new edition deepens that vision. The power of the collective, the caliber of the selection, and the coherence of the worlds brought together create an event platform that is both legible and compelling, a space designed not only to present but to anchor brands within a dynamic of international commercial structuring and exchange.

Notes de bas de paje


Materiel


Kentroy Yearwood

Jolipnj

Studio Martini

Studio Redemptive

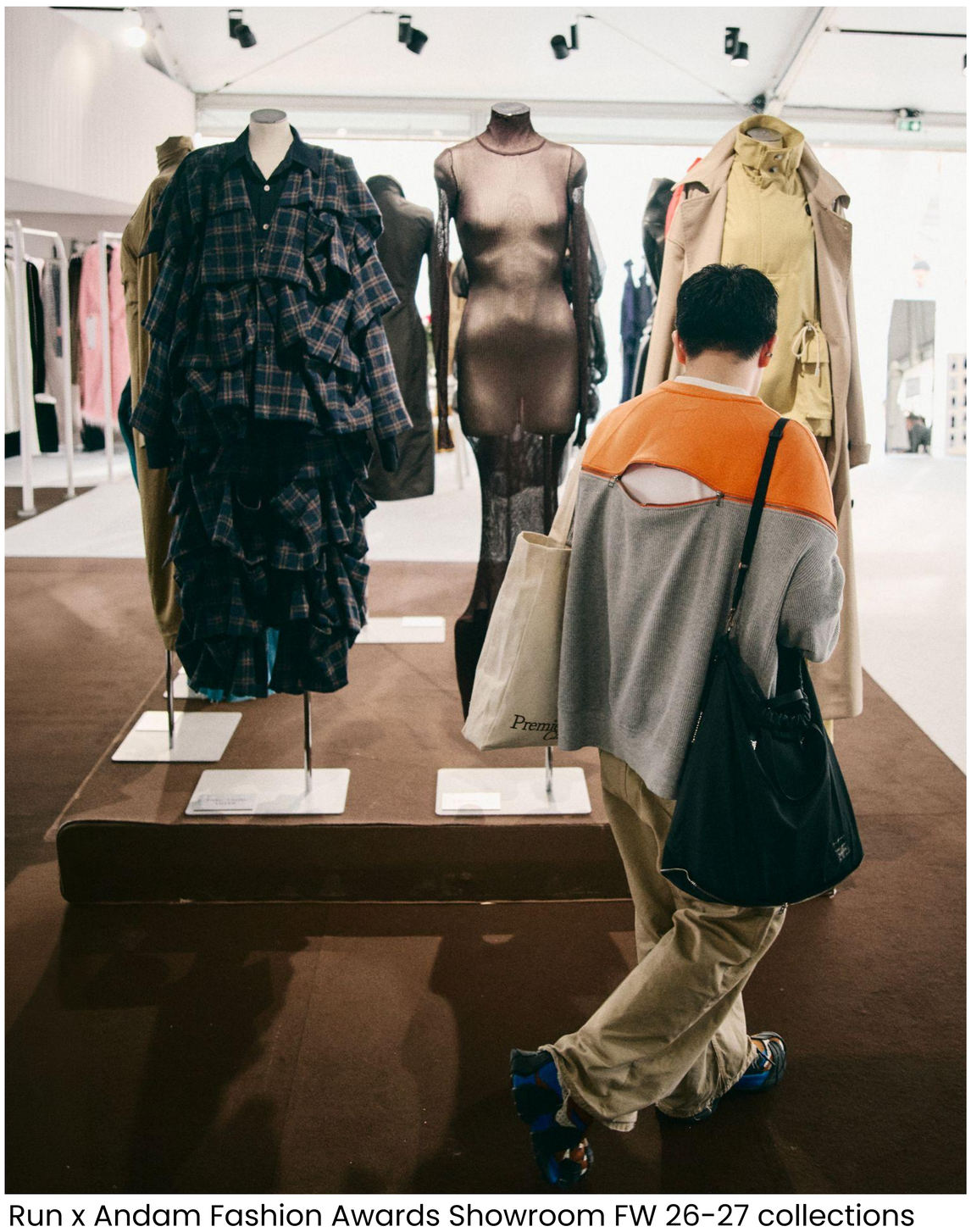
Tanaka

Adieu

Alexandra Zhukova

David Catalan

Berbec Corp



Run x Andam Fashion Awards Showroom FW 26-27 collections

AN INTERNATIONAL SELECTION AT A PIVOTAL MOMENT

This season, RUN x ANDAM presents a carefully curated selection of designer brands spanning contemporary luxury, creative haute couture, premium contemporary wear, and accessories.

The selection brings together labels with assured voices and varied origins, all driven by the same demand: to build a powerful proposal without compromising singularity. Some are consolidating their international presence; others are crossing a decisive threshold in their development. All testify to a contemporary creation in motion, powered by clear vision and assured identity.

"What matters to us is creating a clear framework where brands can be truly seen, understood, and find their interlocutors. That moment of connection is essential, it's often where everything begins to take shape." Boris Vey, Director of RUN and Group Partnerships, WSN

"Our partnership with RUN fully extends our mission: to support emerging brands at a decisive moment in their growth, providing a demanding, legible, and connective framework." Nathalie Dufour, Founder and Chief Executive Officer, L'ANDAM

Participating brands: : Adieu, Alexandra Zhukova, Berbec Corp, David Catalan, Jolipnj, Kentroy Yearwood, Materiel, Notes De Bas De Paje, Studio Martini, Studio Redemptive, Tanaka

A STRENGTHENED COMMITMENT TO EMERGING TALENT

This edition unfolds within a particular context: Frédéric Maus, Chief Executive Officer of WSN, has deepened his engagement with L'ANDAM. As a 2026 jury member and mentor for the Pierre Bergé Prize, a €100,000 grant, he actively participates in identifying and supporting the talents shaping fashion's future.

This role illuminates the coherence of the RUN x ANDAM project: a shared commitment to emerging brands that need to be seen, supported, and guided at the moment when everything begins to crystallize.

Tommazo

PARTICIPATING BRANDS

Adieu: Since 2012, Benjamin Caron and Isabelle Guédon have reimagined the Creeper: men's shoes that draw from French populist elegance and the British nonchalance of 1950s teddy boys, filtered through 1970s–80s punk rock. Minimal lines and a generous crepe sole pair with chrome-free leather for a radical, responsible aesthetic.

Alexandra Zhukova: This Parisian creator's collections explore youth, memory, and the emotions that shape them. Through pared-down silhouettes, sculptural detail, and a responsible approach to fashion, she crafts unique pieces made to order, marrying artisanal technique with contemporary elegance.

Berbec Corp: This emerging Parisian brand grounds itself in garment construction and textile experimentation. Guided by cut, proportion, and material exploration, it develops a precise aesthetic language where form defines each piece's identity. Between leather, technical textiles, and motorwear references, Barbec Corp proposes a contemporary wardrobe that is rigorous, innovative, and distinctly singular.

David Catalan: Since 2013, David Catalán has been developing a menswear vision at the crossroads of tailoring and streetwear. Based between Porto and Madrid, the brand works with sporty silhouettes often loose and built through layering, with particular attention paid to materials and manufacturing processes. Its strength lies in its ability to subvert the codes of classic menswear: a sartorial cut can sit alongside an oversized volume or an unexpected technical detail. More than an urban aesthetic, David Catalán offers a wardrobe of contrasts, conceived for a man who seeks pieces that are functional yet distinctive. The brand sets itself apart through a constant drive for experimentation, without sacrificing wearability or quality of construction.

Jolipnj: Launched in 2024, this brand treats glass as a living material, guided by instinct, emotion, and gesture. Each creation emerges from direct dialogue with molten glass: no preliminary sketch, no predefined mold. Between artisanal mastery and openness to the unexpected, it shapes singular pieces where accident becomes a source of beauty, capturing in glass the intensity of a single moment.

Kentroy Yearwood: Founded by its Curaçao-born creator based in Amsterdam, this brand sits at the intersection of craft, textile innovation, and tailoring. It develops a singular wardrobe where manual skill, material experimentation, and sustainable commitment converge. Worked from reclaimed fabrics and realized in small runs, Kentroy Yearwood's creations merge contemporary sophistication, artisanal technique, and a responsible vision of fashion

Materiel: A contemporary fashion brand founded in Tbilisi, it is recognized for its audacious approach to women's tailoring. Through architectural silhouettes, assured volumes, and minimalist aesthetics, the brand reinterprets classical wardrobe codes with modernity. Balancing structured elegance with meticulous detail, Materiel proposes a vision of luxury that is powerful, refined, and thoroughly contemporary.

Notes De Bas De Page: This fragrance house explores the intimate link between scent, memory, and personal narrative. Founded by the duo Pierre-Junior and Alice, the brand treats each fragrance as a footnote: a precious detail that reveals what lies between the lines of our stories. Through sensitive and evocative creations, it invites discovery of the emotions, encounters, and moments that shape our lives.

Studio Martini: Studio Martini is the fruit of collaboration between father and son, Massimo and Samuel Martini. Nourished by contemporary culture, music, and the timeless elegance of traditional men's fashion, the house proposes a refined vision of the modern wardrobe where inherited codes are reinterpreted through a contemporary lens, creating pieces that are both enduring and unmistakably of the moment. Conceived and produced entirely in Italy in limited series, each piece is developed alongside local artisans, then hand-numbered, bearing witness to authentic craft and careful attention to detail.

Studio Redemptive: Studio Redemptive is a Hong Kong-based fashion label founded in 2018 by Wilson Choi. Blending fashion, technology, and social commentary, the brand creates contemporary garments that challenge conventions and inspire dialogue. Its signature modular designs feature detachable elements and multiple styling possibilities, promoting creativity and personal expression. STUDIO REDEMPTIVE put a strong commitment to sustainability through the use of recycled, biodegradable, and innovative materials. A forward-thinking vision with global relevance, Studio Redemptive speaks to a new generation seeking purpose, innovation, and individuality.

Tanaka: Based in Tokyo, this brand rethinks denim through both a conceptual and sustainable lens. Founded on the idea of a "new classic," it deconstructs the codes of jeans and workwear to propose a modernized, precise, and architectured vision. Through innovative cutting, research into responsible materials, and meticulous detail, Tanaka develops an enduring wardrobe designed to last and evolve over time.

PRACTICAL INFORMATION

Thursday, June 25 – Monday, June 29, 2026
9:30 AM–7:00 PM
Carpenters Workshop Gallery
54 rue de la Verrerie, 75004 Paris
By appointment only
Opening reception: Thursday, June 25, 7:00–9:00 PM

PRESS CONTACT

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ABOUT WSN GROUP WSN-EVENTS.COM

For over 35 years, we have been imagining and designing events that inspire, connect, and celebrate creativity. We are passionate. Positioned at the intersection of fashion, design, lifestyle, and culture, the WSN Group offers experiences that unite business and emotions. We support brands, retailers, emerging talents, and professionals from the creative industries. In 10 years, we have grown from 2 to 12 annual events—each highly distinct and unique, created to meet the diverse expectations of the creative industries. We have successfully launched new formats, such as Matter and Shape, DRP… Beyond these 12 events and our role as a connector, we wanted to go even further by also offering continuous, concrete solutions: WSN Academy, RUN, and partnerships with Ankorstore and Ulule… The plurality of our entities is therefore a unique strength. In Paris and internationally, throughout the year, every event—both large and small—provides answers to the various challenges faced by our clients and the market.