WSN BRINGS THE CREATIVE INDUSTRIES TOGETHER FOR ITS LANDMARK SEPTEMBER EDITION

WHO'S NEXT - SHOPPE OBJECT PARIS BIJORHCA - INTERFILIÈRE PARIS

5-7 September 2026
Paris Porte de Versailles Hall 1

From September 5 to 7, 2026, **WSN invites fashion, lifestyle, design, jewelry, accessories, and sourcing professionals** to Paris Expo Porte de Versailles for three days of discovery, business, and inspiration.

Who's Next, Shoppe Object Paris, Bijorhca, and Interfilière Paris come together under one roof in Hall 1, offering a cross-disciplinary view of the creative industries. **It's a genuine ecosystem; a place where brands, manufacturers, retailers, concept stores, department stores, and tastemakers converge** to shape the markets of tomorrow.

In a landscape where sector boundaries are dissolving and consumers are seeking richer experiences, WSN pursues a clear ambition: **to give visitors a panoramic view of contemporary creativity, and to help them build discovery journeys that are more inspiring,** more efficient, and more open to new opportunities.

One badge, four shows, three days. One destination to explore Spring/Summer 2027 collections, discover emerging talent, identify the innovations reshaping markets, and decode the evolving expectations of today's consumers.

THE DINNER: A CELEBRATION OF TASTE, CONNECTION, AND CREATIVITY

For this September edition, WSN introduces **a shared theme across all its events: the dinner.**

Summer lingers a little longer. Beside the pool, in the intimate seclusion of a garden that's not quite like any other, your place has been set. What begins as a privileged moment among creative minds quickly takes on a different flavor altogether. This is not a place to observe. **It's a place to devour inspiration, discover new creative horizons, spark unexpected encounters, and imagine the collections of tomorrow.** Here, dinner becomes more than a shared moment. It becomes a space for expression, a place where materials, objects, silhouettes, craftsmanship, and ideas enter into conversation.

The theme unfolds throughout Hall 1, culminating in a grand festive dinner on Saturday evening that brings the entire WSN community together around what defines these events at their core: connection, discovery, and the desire to build the market's next great stories, together.

READING THE SHIFTS IN THE MARKET

Just inside the entrance to Who's Next, visitors pass through the **Welcome Buyer Forum,** a curated window onto the trends and cross-pollinations animating the show. Featuring over 200 pieces selected from across the shows' various universes, the space stages **a dialogue between ready-to-wear, accessories, jewelry, design, and lifestyle,** reflecting the richness and complementarity of fashion, design, and fine jewelry.

New to this edition, **Who's Next launches the Denim District;** a dedicated space devoted entirely to one of fashion history's most iconic materials. Approached across its cultural, aesthetic, artisanal, and commercial dimensions, denim is explored as a heritage fabric, a terrain for creative experimentation, and a symbol of the circular economy. Designed as a living space at the heart of the show, the Denim District presents **a new exhibition of works created from pieces sourced through Eureka Fripe,** a pioneer in secondhand fashion.

Eleven designers were invited to reimagine this iconic material: 30%70, Angela Cusimano, Atlal From Galbi, In House Blend, Jordane Somville, Louise Marcaud, Maison Mortelli, Maison Mourcel, Mojo No Fomo, Nikola Vasari Design Studio, and Tangoli. Their work, unveiled within the space, demonstrates denim's remarkable capacity to transform, reinvent itself, and give rise to new creative languages from existing resources.

"Who's Next has always been about anticipating change in retail, not just watching it happen. Bringing Whatnot on board gives brands and retailers a real, hands-on chance to explore a new way of selling, one that's more direct, more human, more engaging. Live shopping isn't a trend. It's a shift in how people buy." Frédéric Maus, CEO OF WSN

Whatnot

Another highlight of this edition is **the focus on live shopping at Who's Next through a new partnership with Whatnot.** The dominant platform in North America and Europe, Whatnot has been at the forefront of **the live auction boom** and it has found a natural home in Who's Next. The show is the ideal gateway to France, Europe's most dynamic live shopping market, where brands and retailers are hungry to get to grips with these new ways of selling.

In 2025, Whatnot crossed $8 billion in global live sales. Women's fashion, sneakers, streetwear, pre-owned luxury: younger generations are flocking to these formats, drawn by the interaction, spontaneity and sense of community they bring back to the shopping experience.

For the first time, Whatnot will have its own dedicated space at the show, where it will walk brands and retailers through its platform and the opportunities it opens up.

Through this partnership, Who's Next continues its mission of helping industry professionals stay ahead of the curve, understanding where retail is heading and how consumer habits are changing.

"We're thrilled to be partnering with Who's Next, the event that brings the French and European fashion community together. France is the first market in the world where fashion became Whatnot's top category, so this is exactly where we want to keep building." **— Pierre Tettart, Head of Fashion, Whatnot Europe.**

FORUM IMPACT AND NEONYT PARIS & WHO'S NEXT LAB: THINKING FASHION FORWARD

Who's Next continues its commitment to a more conscious and innovative fashion industry through two complementary spaces: **Forum IMPACT and NEONYT PARIS, and the Who's Next Lab.**

This season, Forum IMPACT and NEONYT PARIS is curated by **the BAGA collective**, a key voice in Marseille's Slow Fashion Week, recognized for its work in advancing responsible, ethical, and inclusive fashion. The collective will also present a selection of six sustainable brands from its ecosystem: **Engagés Engagées, Jade Tekhil, Midi 25, Frankie Collection, Marj The Label, and Strass Chronique.**

The partnership speaks to a shared ambition between Who's Next and BAGA: to champion a new generation of designers placing positive impact at the center of their practice.

Alongside it, **the Who's Next Lab shines a light on the innovations transforming design, production, and distribution.** Startups, industry experts, and tech companies present concrete solutions for creative professionals. **Cabine.ai will offer an AI-powered virtual fitting experience, while Livetrend presents its data- and AI-driven fashion intelligence tools, helping brands stay ahead of emerging trends.**

Maison Cléo - Slow Fashion Week @Yannick Taranco

WHO'S NEXT: FASHION'S DESTINATION FOR THE NEW SEASON

Showcasing Spring/Summer 2027 collections from 900 brands, Who's Next brings together French and international labels across ready-to-wear, accessories, and lifestyle: a rich, wide-ranging offer designed to support buyers in building their strongest assortments yet.

Returning highlights of this edition include **Des Petits Hauts, Stella Forest, and Notshy,** while new exhibitors make their debut; among them **Armor-Lux** and its second label **Bermudes**, Brazilian market favorite **Dress To**, and Moroccan designer **Late For Work.**

Accessories take center stage, with brands such as **Hidesins**, whose Florence-crafted bags blend Italian artisanship with everyday functionality; **Pleats Mama,** with its Korean-designed pieces made from recycled materials; **Bayona** and its hand-crafted espadrilles rooted in Basque tradition; and **YUQRI**, the Japanese specialist in premium socks.

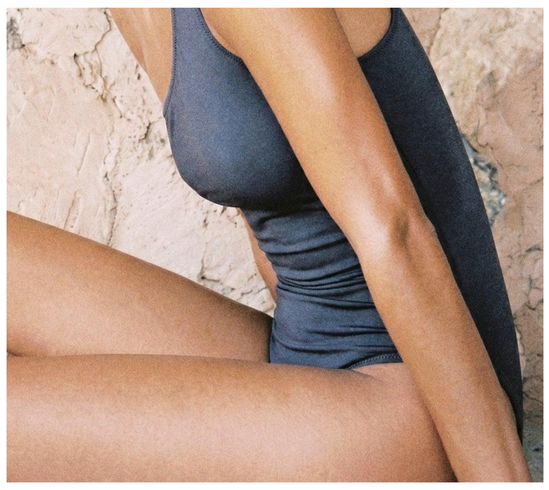
The show also hosts several initiatives aimed at nurturing new brands, notably through the **Who's Next × Ulule** partnership, designed to give emerging fashion and lifestyle ventures credibility, visibility, and the right connections. Integrated into the WSN Academy space and spanning every sector from lifestyle to ready-to-wear, this zone is where you'll discover tomorrow's brands for the first time, including **Kansobi**, which transforms ceramic waste into design objects inspired by wabi-sabi, and **Delbarba**, which champions a contemporary approach to wardrobe-building grounded in quality, durability, and craftsmanship.

Curve, Who's Next's flagship summer destination, **brings together over 70 brands** specializing in swimwear, resortwear, and beach accessories, including **Agua de Coco, Miss Bikini, Summer Forever, Place Réservée, Mystery Resort, Made in Mada, Miss June, Blanca Gaia, and Rive du Léman for menswear.** Fashion, travel, accessories, and lifestyle flow naturally into one another, giving buyers a complete read on the trends that will define summer 2027.

Phili

Maison Lecomte Flament

Diadora


Sophie and Lucie

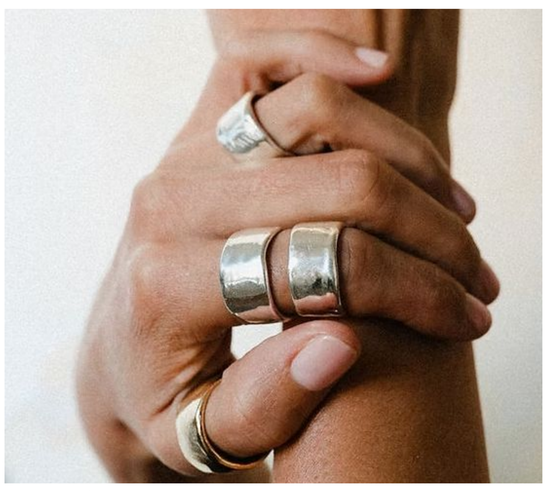
Rue Blanche

Lovem

Berenice

The New Society

Stella Forest


Studio Aldora

Hana San

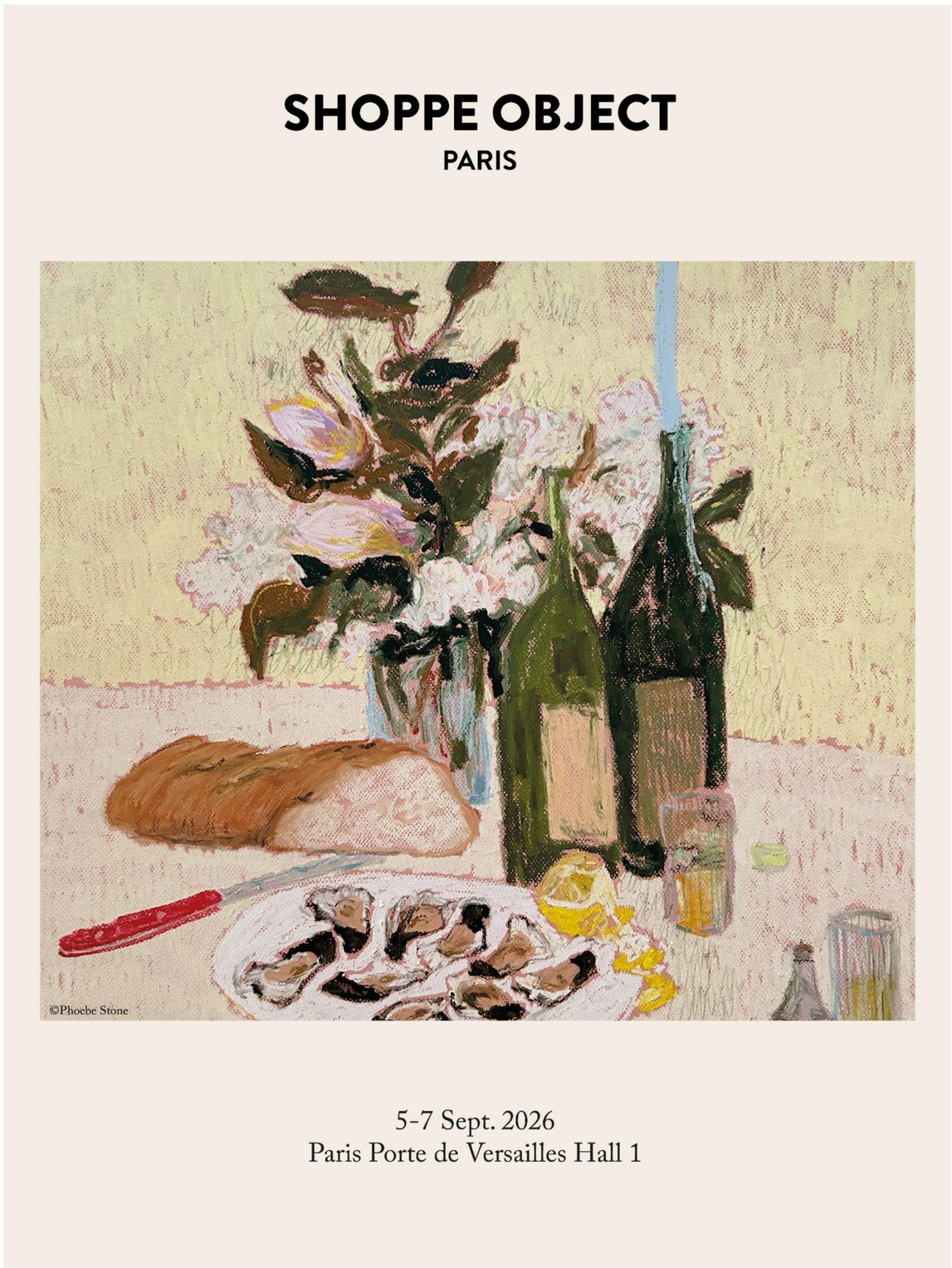
SHOPPE OBJECT PARIS: LIFESTYLE AS THE NEW FRONTIER OF RETAIL

Following a standout Paris debut in January, **Shoppe Object Paris continues to grow within the Who's Next ecosystem**, cementing its distinctive position in the WSN portfolio. Born in New York, the show has established itself as **a curatorial platform dedicated to home, design, and lifestyle,** in close dialogue with the evolving demands of contemporary retail.

Shoppe Object Paris offers a cross-market perspective tailored for concept stores, department stores, independent boutiques, and hospitality players in search of cohesive, inspiring universes. The show brings together **a curated selection of brands where decoration, everyday objects, stationery, design, and art de vivre flow freely** between one another, opening up new perspectives on curation and merchandising.

This edition marks a new chapter with the expansion into fresh lifestyle categories. **Beauty enters the picture through a selection of 13 brands,** including Peignée, NNT Lab, Kerzon, and Bachca. **Fine food** also joins the journey, with brands such as Le Chocolat Français, Oh My Gum!, and Eau Lala. The evolution reflects the growing hybridization of retail spaces and the rise of models where commerce, wellness, hospitality, and art de vivre converge.

More than 80 brands have already confirmed their participation, including **Vitra, &Tradition, Tiptoe, Ilex Studio, La Manufacture de Digoin, Gangzaï, Nuuna, Rikke Falkow, Totem Home, NNT Lab, and Meloria.**



Totem

Vitra

Fredericks & Mae

&tradition

Bang

Manufacture de Digoin

The dinner theme, a thread running through Who's Next, finds its expression on the Shoppe Object Paris floor through **an immersive scenography built around a grand central table** at the heart of the visitor journey. Conceived as a universal moment of sharing, taste, and mise en scène, the dinner serves here as a lens through which to read contemporary lifestyle. **Tableware, décor, beauty, and everyday objects speak to one another in a logic of holistic composition, mirroring the new language of retail.**

The theme extends through **a series of cultural activations**, including the presence of Australian artist **Phoebe Stone, Artist of the Season,** who will create an evolving work live on site and lead a series of participatory workshops. Magazine **Intramuros** will present **the exhibition *Second Life*, exploring new approaches to design and the reuse of materials.** More than a trade show, Shoppe Object Paris is establishing itself as a curatorial destination; one where the selection of brands is designed to inspire buyers in search of the new, the coherent, and the singular.

The definitive event for fine jewelry and its savoir-faire, Bijorhca returns in September with renewed ambition: to bring together, inspire, and support the full spectrum of professionals across the sector.

BIJORHCA: THE ESSENTIAL GATHERING FOR THE JEWELRY INDUSTRY

Organized by WSN on behalf of the BOCI, it remains **France's only trade event exclusively dedicated to jewelry,** watchmaking, and precious accessories.

This edition will bring together **over 180 brands,** among them Bangle Up, Satellite, Les Georgettes, Philippe Ferrandis, Muja Juma, Indira, Crézus, and Le Vent à la Française, reflecting the full richness of the jewelry ecosystem. Independent designers, established houses, premium labels, international players, and manufacturers, suppliers, and craft experts together make up a complete offer covering the entire value chain.

New to this edition, a dedicated forum on iconic products and jewelry trends will greet visitors at the entrance to Hall 1, offering an immediate read on the season's major creative directions.

Among the highlights is **an exhibition celebrating forty years of Philippe Ferrandis.** Through a selection of iconic pieces, this retrospective traces the journey of a house that has become a cornerstone of French creativity, celebrated for its mastery of materials, its spectacular aesthetic, and its long-standing collaborations with the world's greatest fashion houses.

The show continues its commitment to craft transmission and excellence through **Brilliant, the dedicated space for artisanal mastery, as well as through Savoir pour Faire,** a skills-matching initiative that takes on a new digital dimension this edition, making it easier to connect designers, artisans, and companies.

A thoroughly refreshed conference program rounds out the experience, with shorter, sharper, and more immediately actionable formats for industry professionals. Topics include the evolution of consumer buying behavior, new consumer targets, technological innovation, circularity, and the transformation of retail. Through this enhanced programming, Bijorhca reaffirms its role as both observatory and accelerator for the jewelry industry at large.

Françoise Montagie

Maison Gabriel

Bangle Up

Muja Juma

Yay

Philippe Ferrandis

INTERFILIÈRE PARIS: WHERE CREATION BEGINS

For more than sixty years, **Interfilière Paris has tracked and supported the evolution of lingerie, swimwear, bodywear, and activewear markets**. Bringing together manufacturers, suppliers, and key sector players, the show is a unique platform where material innovation, industrial expertise, and creative foresight come together.

This edition places particular emphasis on **cross-disciplinary synergies through the Sourcing & Solutions route,** a curated route connecting the Interfilière Paris ecosystem with the Elements space at Bijorhca and the ready-to-wear and accessories exhibitors across Who's Next. The result is a genuinely holistic view of the creative supply chain, from raw material to finished product.

In keeping with **the Dinner theme,** Interfilière Paris's scenography draws on the worlds of the kitchen and the laboratory. **Workbenches, presentation islands, and material compositions transform the visitor journey** into a sensory experience where fabrics become ingredients in the service of creation.

The Material Library, a curated archive of the latest textile innovations and exhibitor developments, carries this spirit throughout.

The Sourcing Trends Forum offers a prospective read on the major Winter 27/28 trends as decoded by **NellyRodi**: Idol, Majesté, Sérénopolis, and Littoral. Through these four directions, the forum highlights the materials, techniques, and innovations that will shape the collections to come.

Interfilière Paris will also host **a conference program bringing together experts, manufacturers, trend agencies, and professional federations** around tomorrow's key challenges: textile innovation, shifts in the global market, activewear, bodywear, and the transformation of consumer behavior. Exhibitors include **Acetech, Capital Tricot, Eurotextile, Frontier, Nextil Sport, Willy Hermann, and XYX Materials.** More than a sourcing show, Interfilière Paris stands as **a strategic space for reflection and inspiration across the entire fashion supply chain.**

Talks on the WSN ACADEMY zone

WSN ACADEMY : KNOWLEDGE IN ACTION

Conceived as WSN's content and knowledge-sharing platform, **the WSN Academy supports brands, retailers, and entrepreneurs in growing their businesses.** For this edition, it takes the form of **an open garden at the heart of Hall 1,** a space designed for connection, the exchange of experience, and learning.

Developed in partnership with the Fédération Française du Prêt-à-Porter Féminin and its Écosystème de la Mode, the program brings together talks and expert sessions on the questions that matter most to professionals: building a desirable brand, growing a distribution network, improving the customer experience, and strengthening wholesale strategy.

Featured speakers include David Bellion, Franklin Passer, and Ari Abecassis from the JOMO Community, while Expert Appointments give visitors the opportunity for one-to-one conversations with professionals such as Ingrid Zafrani (attorney specializing in business law and intellectual property) and Anissa Draa-Fjer (consultant in offer strategy, buying, and distribution).

New to this edition: Workshops, one-hour small-group sessions designed to produce concrete, actionable results. Led by Capucine Fabié, retail and digital marketing expert (Comptoir des Cotonniers, Des Petits Hauts), and Claire Capoani, Wholesale Director and founder of BAX Consulting (JIMMY Fairly, The Kooples, From Future).

Ulule partnership laureates will also be integrated into the WSN Academy, with mentoring sessions and peer exchanges designed to extend and deepen their professional development.

PRACTICAL INFO

5–7 September 2026
Porte de Versailles, Paris - Hall 1
Saturday - Sunday: 9am-7pm
Monday: 9am-6pm

Press accreditation requests

PRESS CONTACT

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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.