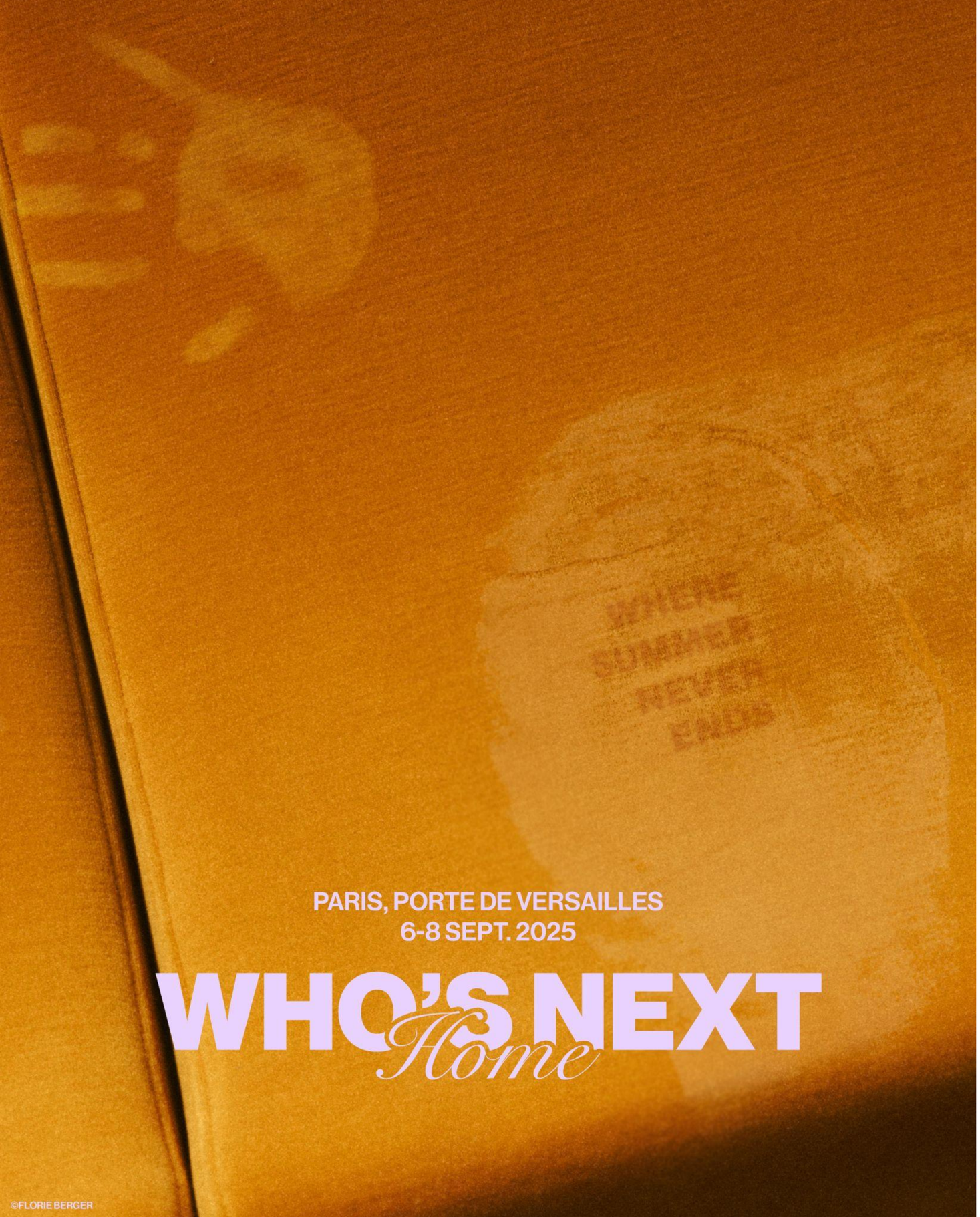


WSN: A Creative Scene in Motion

For over 30 years, Who's Next has been more than just a trade show. It's a dynamic platform, a place of expression and a trendsetter. Each edition embodies WSN's mission to offer bold, human, and visionary experiences. At the crossroads of fashion, design, lifestyle, and culture, the show brings together designers, brands, buyers, and fashion aficionados around a common driver: creativity.

Constantly evolving, WSN has established itself as a key player in the European creative ecosystem, with a clear ambition: to connect talents, inspire markets, and support their transformations. From two events ten years ago to twelve annual gatherings today, the group has expanded its formats to meet the expectations of a rapidly changing sector. Fashion, accessories, beauty, design, digital solutions: each event is designed as an open stage, conducive to encounters, exchanges, and innovation.

In this spirit, WHO'S NEXT HOME was born in 2025, a new sector conceived as a natural extension of the show's DNA.

WHO’S NEXT HOME : When the Home Becomes a Field of Expression

From September 6 to 8, 2025, at Porte de Versailles in Paris, Who’s Next will unveil a brand-new space: WHO’S NEXT HOME, fully dedicated to home creations. In an immersive shop-in-shop format, this new creative scene will host around fifty brands and studios reshaping interior design. Among them: **BANG, FLANER, LAURENT BADIER, LÉONOR BERREHAR, LES PENSIONNAIRES, MANU MATTERS, NINETYONENINETYTWO, PAPIER AND CO, SABRE PARIS, STEAMERY, TO:FROM, TRAGA, VALLEBELLE**, and many more.

Designed by Romain Costa and Adam Molina of Studio Costa Molinos, WHO’S NEXT HOME reflects an already unfolding reality: stores are transforming, buyers are exploring new hybrid formats—concept stores, lifestyle spaces, multi-universe pop-ups. Home objects are no longer merely functional: they embody a vision, tell a story, and express a lifestyle.

With WHO’S NEXT HOME, WSN offers an immersive journey into a sensitive, artisanal, and committed aesthetic. Each selected piece is considered an artistic gesture, a manifesto. It’s a living stage where design meets storytelling, and objects become narratives. A café, a boutique, an immersive scenography: everything is in place to make this new space a source of inspiration at the heart of one of Europe’s major professional events.

Five Questions for Frédéric Maus, CEO of WSN, and Matthieu Pinet, Director of MATTER and SHAPE and Who’s Next Home

FRÉDÉRIC MAUS

MATTHIEU PINET

Frédéric Maus, what were the motivation and ambition behind the creation of Who’s Next Home?

Frédéric Maus: Over the years, and more and more recently, we've observed a growing influence and a convergence between fashion and design. This intersection, while already visible in the decorative lines of many luxury brands, reflects a broader trend: a creative process increasingly similar across industries, driven by the freedom and inventiveness found in fashion.

This is no longer a hunch—it’s a clear trend. Retail is evolving, as are consumer expectations. Thus, it felt natural to create a space that brings together all these creative industries: fashion, beauty, design, and decoration.

Remember, in 2019, the beauty sector entered Who’s Next. In 2025, it’s time for design and decoration—a logical evolution, though always in the Who’s Next spirit.

How would you define the ‘Who’s Next spirit’?

FM: First and foremost, it’s a fashion-forward perspective—fashion has been at the core of our identity for over 30 years. Then, it’s all about curation. It’s not just about adding a new category to our offering, but about introducing a unique, new proposal with a bold vision.

Matthieu Pinet, you lead the curation of Who's Next Home. What's your ambition?

Matthieu Pinet: Curation has always been a distinctive feature of Who's Next. With Who's Next Home, our goal is to deliver the best of each design product category. We've assembled a dedicated team to select brands and products aligned with our vision—our vision of creativity, novelty, and beauty.

It's a meticulous and demanding task, but it allows us to provide a unique experience for our visitors, steering clear of fleeting trends and ephemeral objects. Our mission is simple yet complex: find the brand that brings the most value and innovation to each product category, while telling a story, an idea, and a craft.

We review the entire market—tableware, lighting, small objects, stationery—without setting limits. The search can be long and complex, but we believe that for every need, there's at least one brand offering something unique and new. That's what curation is: searching, uncovering, understanding—while maintaining our fashion-driven cultural identity.

This link with fashion—does it lie in the intent, or is it rooted in the creative process?

MP: It's a dynamic, a global approach that influences all aspects of a brand's expression—its identity, communication, and manifesto. But above all, the creative process must be at the core of their offering. The idea, the thought, and its application must be central.

FM: Because we are idea-hunters, concept-seekers, innovation scouts. Ultimately, we work in service of retailers. We act as facilitators, seeking new product types that offer concrete solutions to help stores grow.

We're seeing more and more multibrand retailers looking to diversify their offerings by incorporating products from the home, beauty, and lifestyle sectors to attract and retain customers looking for meaningful experiences.

At Who's Next, we see ourselves as responsible players: supporting retailers in adapting and thriving in a changing market. The acquisition of Fashop, a digital solution to help brands with prospecting and drive foot traffic to stores, is a clear example of this support mission.

Is it complicated, as a curator, to have to select and, above all, say 'no' to a brand wishing to exhibit at Who's Next?

FM : We always justify our decisions. It's not a question of defining whether a brand is good or not. On the other hand, we have to offer our visitors, now more than 50% international, the most desirable products, the most likely to be successful. That's our promise, but above all it's our responsibility. Just as it is our duty to explain to brands not included in our selection why they have not been chosen, it is our duty to share with them the leads that we feel are likely to enable them to meet their targets or even to integrate the offer we are making to our visitors at a later date, if they still wish to do so.

Because everything goes hand in hand: while our mission is to support retailers in their development and transformation by offering products that are ever more in tune with their current and future clientele, we also have a duty to play our part, in our own small way, in improving the products on offer to them, in terms of quality, innovation and, above all, sincerity.

SODA STUDIO via ULULE x WHO'S NEXT

Sharp, offbeat, and innovative brands joining Who’s Next Home.

BÀNG - Objects of life, objects of meaning

Founded in 2021, Bằng is a Vietnamese furniture and lighting brand that combines innovation and artisanal excellence. Inspired by everyday gestures and local know-how, the brand places materials and manufacturing processes at the heart of its design approach. Housed in a contemporary 5,000 m² factory, Bằng designs and manufactures its creations in a nimble studio, where more than twenty machines and five workshops are hard at work in the service of sustainable, accessible design. In Vietnamese, ‘bằng’ means ‘made by’ or ‘made from’ - a philosophy embedded in every piece produced. Designed to last and enrich living spaces, Bằng objects breathe comfort, joy and poetry into the domestic universe.

FLÂNER - From hand to light

Flâner is a French brand that explores the art of reconnecting with the essential. Through a collection of sculptural, hand-made candles, it offers an interlude of softness, material and light. Each creation is created in the brand's Paris workshop, from the initial clay modelling to the casting of the wax. This artisanal process, marked by care and patience, gives birth to contemporary shapes inspired by architecture, art and travel. Flâner is committed to sustainable production: pure beeswax from French or European sources, vegetable pigments, no additives or synthetic fragrances. Each candle becomes a living work of art, respectful of the environment, designed to awaken the senses and enhance the space.

LAURENT BADIER - Radical minimalism, subtle light

Created in 2018, the Laurent Badier brand develops a vision of furniture as a balancing act between materials, light and space. At the crossroads of an artistic approach and exacting technical standards, its creations are distinguished by a refined, assertive aesthetic. Each line is designed to reveal the essential. Working with acrylic glass, metal or tinted resins, the material becomes light, and the volumes redesign the space. These are sculptural, functional pieces that structure the environment while allowing it to breathe. The brand is aimed at people who are looking for singular objects, capable of interacting with their interiors without ever imposing themselves.

FLANER

LÉONOR BERREHAR

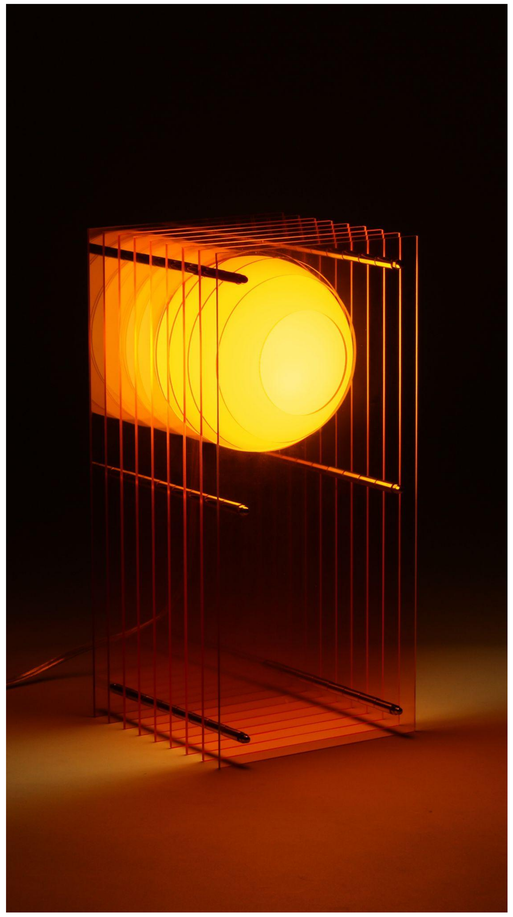
PAPIER & CO

TO:FROM

LÉONOR BERREHAR - Tableware in open composition

Based in Brooklyn, the Léonor Berrehar studio explores the dialogue between ceramics, textiles and tableware. Founded by a French designer, the studio designs artisanal pieces for unique restaurants in Paris, Antwerp and Copenhagen, as well as for interiors where the table becomes a veritable field of expression. Plates, cups and table linens come together in subtle, playful harmony. Each hand-crafted piece is a blend of porcelain and stoneware for a lasting, elegant finish. Conceived as an assembly game, each collection is like a jigsaw puzzle: a sensitive ecosystem in which each element enriches the table experience.

NINETYONENINETYTWO



BàNG

LAURENT BADIER

MANU MATTERS - The soul of matter

Based in Stockholm, the MANU studio reinvents our relationship with objects through a sculptural collection crafted locally, in micro-factories, from reclaimed, recycled or upcycled materials.

LES PENSIONNAIRES

STEAMERY

VALEBELLE

Each piece is the fruit of a slow process - ten hours to make - and a deep respect for the material. Like the Japanese philosophy that gives objects a soul, MANU sees its creations as companions to be adopted, not products to be consumed. The Folded Plastic collection, the brand's first appearance in Sweden, transforms ordinary plastic into tactile objects with exaggerated geometric edges. The next step is to replicate this model of local, artisanal production in the United States, to manufacture as close as possible to the people who adopt them.

91-92 - 3D printing and recycled plastic, a new generation of design

91-92 ('ninetyoneninetytwo') is rethinking design through the potential of 3D printing and intelligent recycling. Using 3D printing, it designs bespoke interior objects from recycled plastic, with one ambition: to combine desirability and responsibility. Based in the heart of Copenhagen, 91-92 designs and produces each piece to order, and locally. The process, which uses no water and no surplus, means that production is fast and waste-free. Some pieces take less than two hours to print. The studio has collaborated with iconic brands such as Ganni, RAINS and Wood Wood, while pursuing a broader objective: to demonstrate that 3D printing can reinvent the way we produce, in a more local, agile and sustainable way.

PAPIER AND CO. - Moments in life to be printed

At Papier and Co. every creation is a story to be printed. Lise Mailman imagines lively, expressive stationery designed to celebrate life's great moments: a wedding, a birth, a new beginning. From invitations and posters to cards and decorative objects, each piece is designed to bring together emotion and design. Its bold, modern graphics combine vibrant colours, elegant typography and inspired compositions. Here, nothing is standard: each project is born of a meeting, of attentive listening, of a desire to translate a moment into an image.

LES PENSIONNAIRES - A French Home Linen Brand with Timeless Charm

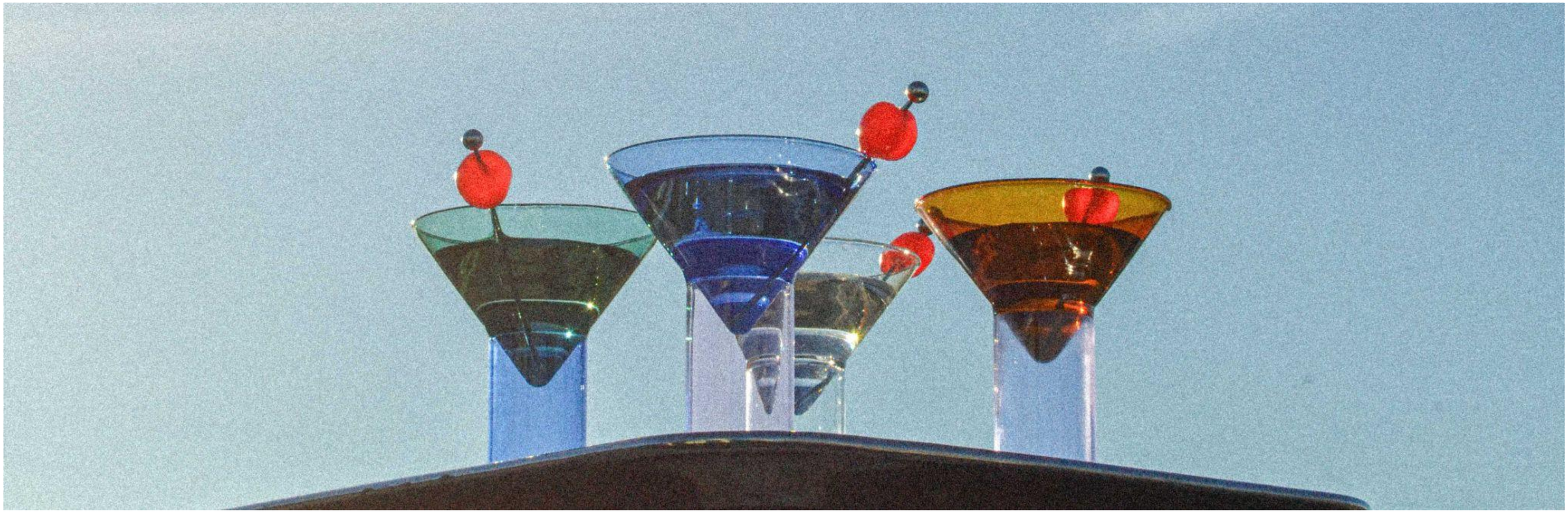
Since 2018, Les Pensionnaires has been crafting a refined collection of home linens from premium fabrics, combining understated elegance with meticulous detailing. From bed linens to kitchen textiles and accessories, each piece embodies essential sophistication, enhanced by exclusive prints, carefully curated color palettes, and that distinctive je-ne-sais-quoi that sets the brand apart. Their discreet yet precious golden signature embroidery makes every creation instantly recognizable. Drawing inspiration from storied places of culture and hospitality — the legendary Villa Medici, the Comédie-Française, a welcoming family guesthouse or a delightfully unruly dormitory — the brand conjures spaces of sharing, creativity, and memory. Each item is thoughtfully made in Portugal, in keeping with the finest European textile craftsmanship.

STEAMERY - Scandinavian minimalism for everyday use

Steamery is reinventing clothes care with effective, elegant tools. Inspired by Scandinavian minimalism, the brand combines innovation and design to breathe new life into textiles, extend the life of items and enhance every silhouette with simplicity. Steamers, textile shavers or fabric care: each Steamery item is designed as an everyday essential, as beautiful as it is useful, for a longer-lasting - and more stylish - clothing routine.

TO:FROM - Candles that smell of sun

Born in Barcelona in 2017, to:from imagines handmade candles made from soy and beeswax, inspired by nature, travel and the Mediterranean gentle way of life. Handmade in its workshop-boutique in the Gràcia district, its creations celebrate colour, freeform shapes and sunny fragrances. Joyful and daring, the brand has built up a loyal community by collaborating with numerous artists and designers. It is now distributed in over 500 points of sale worldwide.



SABRE PARIS - The uninhibited elegance of tableware

Since its beginnings in 1993, Sabre Paris has breathed a breath of fresh air into the world of tableware. Gone are the rigid conventions and pompous traditions of the past: the brand has embraced a free, joyful and elegant vision of the everyday table. Its colourful collections, full of character, assert a style, a mood, almost a manifesto. Sabre Paris modernises the art of tableware with spirit. From breakfast to dinner, Sabre Paris tableware can be found on every table, transforming every meal into a moment of shared pleasure. Their tableware is designed to be beautiful, functional and, above all, alive. Because luxury can be light, and everyday life a discreet celebration, Sabre Paris continues, alone and with conviction, to redefine the codes of conviviality.

TRAGA - Beauty without impact

Based in Milan, TRAGA specialises in glassware and designs multifunctional objects for the art of the table that boldly revisit everyday gestures. Among its emblematic creations, the dual-purpose glasses illustrate a radical approach to design: hybrid pieces that are both functional and expressive, designed to adapt to a new way of living. The name TRAGA, which means ‘to leave a trace’, sums up the brand's intention: to create objects that make a lasting impression without adding to their ecological footprint. All the products are designed to be fully recyclable, from the glass to the packaging. From its showroom-studio in Milan, TRAGA is deploying its vision in carefully selected locations in New York, Los Angeles, Melbourne, Dubai... and elsewhere.

VALLEBELLE - Perfume as a living memory

Founded in 2014 in Saint-Jean-de-Luz, VALLEBELLE offers colourful, sensitive home fragrances inspired by the art of living in the Basque country, with memories as a common thread. The mists, candles and diffusers are handmade from the finest raw materials, respecting the traditions of Grasse. The brand also develops tailor-made olfactory identities for living spaces or exceptional settings. Committed to a responsible approach, VALLEBELLE favours recyclable materials and limits its packaging. All its creations are cruelty free and comply with European standards.

MANU MATTERS

SABRE

A lively experience: events, shop and Café Intramuros

Within WHO'S NEXT HOME, the visitor experience is not limited to discovering brands and studios. The 2025 edition will be enriched by a real living space, designed as a crossroads for exchanges, professional meetings and inspiration.

Intramuros Café

For its first edition, Who's Next Home will be welcoming Intramuros - the design magazine - to a place where p
eople can eat, meet and exhibit. It's an opportunity for the magazine, soon to be in its forties, to celebrate its entry into its fifth decade by spotlighting the great talents of tomorrow, while welcoming a (very) special guest editor-in-chief to review 40 years of design, beauty, use and useful utopia.

Pop-up boutique

A pop-up boutique, curated by Matthieu Pinet, will extend the experience, offering a cutting-edge selection of design objects, home accessories, stationery and pieces from new collaborations.

Talks

Who's Next's talks will include subjects and debates on the relationship between fashion and the home. These high points are designed to encourage discussion, provoke connections and stimulate reflection on new uses and business models.

Discover the first edition of this new sector within Who's Next – from 6 to 8 September 2025, Paris

> Accreditations

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About the WSN group whosnext.com

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

We are passionate about what we do.

Positioned at the intersection of fashion, design, lifestyle and culture, the WSN Group offers experiences that unite business and emotion.

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

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

We've also successfully launched new formats such as Matter & Shape and DRP.

Beyond 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...

The diversity of our entities is therefore a unique strength.

In Paris and abroad, throughout the year, every meeting, large and small, is a response to the diverse issues facing our customers and the market.

The evolution of the WSN group:

→12 annual events, compared with 2 a few years ago.
→From organiser to operator of trade shows.
→Development of 4 concrete solutions.
→Strategic partnerships with ANDAM, Ankorstore, Ulule...
→A total visitor base of 150,000 professionals each year.

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