PRESS RELEASE
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THE SALON INTERNATIONAL DE LA LINGERIE ATTRACTED CROWDS

INTERFILIÈRE PARIS HAS CONFIRMED ITS STATUS AS A CENTER OF EXCELLENCE IN INTERNATIONAL SOURCING

The Salon International de la Lingerie shone brightly from January 17 to 19, 2026, at Paris Expo Porte de Versailles, confirming its status as the global hub for intimate apparel. With **72% international visitors* from 92 countries**, the show established itself as the essential event for the lingerie market, attracting major buyers from around the world in an inspiring and dynamic atmosphere.

At the same time, **Interfilière Paris affirmed its position as a global benchmark with 86% international visitors* from 65 countries,** confirming that Paris remains the epicenter of materials innovation and strategic sourcing.

A market that is regenerating itself: **30% new visitors* to the Salon International de la Lingerie and 25% to Interfilière Paris** testify to a significant renewal of the visitor base, driven by the arrival of new players on the market.

*This data is based on visitors who stated that they were coming primarily for the Salon International de la Lingerie and Interfilière Paris

ROOM 0126: THE STRENGTH OF THE COLLECTIVE

LE BOUDOIR LOS ANGELES

This edition marked a strategic turning point: for the first time, the Salon International de la Lingerie and Interfilière Paris joined Hall 7 alongside Who's Next, Bijorhca and Shoppe Object Paris, under the banner ROOM 0126.

This unique gathering of **1,760 brands and suppliers generated exceptional momentum, with overall visitor numbers up 5%** compared to January 2025. The blurring of boundaries between the fashion, intimate apparel, sourcing, jewelry, and home decor sectors offered professionals an unprecedented cross-sector perspective, creating clear cross-selling opportunities for concept stores and department stores. Lingerie, positioned at the heart of this creative hub, benefited from unprecedented visibility and synergy with ready-to-wear, confirming that intimate apparel is more than ever a fashion category in its own right.

INTERNATIONAL LINGERIE SHOWCASE: THE GLOBAL SHOWCASE

The market's renewal was confirmed with the arrival of new players (DNVBs, diversified concept stores) and a renewed interest in the lingerie/loungewear category. Buyers from **Belgium (8.97%), Germany (7.21%), and the United Kingdom (5.02%)** dominated the rankings, demonstrating the exceptional vitality of Northern European markets.

The Salon International de la Lingerie confirmed its global dominance with impressive figures:

- **220** exhibiting **brands** (32% new)
- **Breakdown France/International:** 28% France / 72% International
- **92 countries** represented
- **30% new visitors***
- **The Offer:** 55% Lingerie / 25% Loungewear / 5% Beachwear
- **70% of the international offering** (31 exhibiting countries)

Top 10 visiting countries (excluding France)*: Belgium (8.97%) • Germany (7.21%) • United Kingdom (5.02%) • Italy (4.77%) • United States (4.30%) • Canada (3.64%) • Netherlands (3.60%) • Spain (3.04%) • Switzerland (1.84%) • Tunisia (1.64%)

Top 5 Exhibiting Countries: Italy (11%), Germany (10%), United Kingdom (9%), USA (5%), Netherlands (4%)

A HIGHLY QUALIFIED VISITATION

With **52.80% of visitors holding General Management or Purchasing positions***, the trade show attracted decision-makers. The strong representation of **retailers and concept stores (44.48%)*** confirms that the event has become the preferred working tool for global retail players.

*This data is based on visitors who stated that they were coming primarily for the Salon International de la Lingerie.

A PROGRAM HIGHLY POPULAR WITH VISITORS

The rich and inspiring program won over visitors, confirming that the show is much more than a buying platform.

THE SHOWS: THE FASHION MANIFESTO OF INTIMATENESS

The five fashion shows punctuated the event, showcasing the Winter 26/27 trends, "Every Day Sensuality" and "The Selection." These true fashion shows celebrated boldness, creativity, and self-confidence. A "Promincor - French Lingerie" segment opened each show, highlighting French craftsmanship.

THE CONFERENCES: MARKET KEYS DECODED

The expert conferences **attracted many visitors**, deciphering the major issues in the sector: beauty and well-being as a market booster with Maia Mazaurette, modernization of the Curvy offer with Elomi, trends by Nelly Rodi and Vanessa Causse.

EXPOSED: GREAT SUCCESS FOR THE NEW SCENOGRAPHY

Strategically positioned at the entrance to the show, Exposed's new immersive scenography captivated buyers. A true showcase for emerging labels and avant-garde lines, this space brought together designers who are challenging conventions in an inspiring atmosphere.

THE WELLNESS CORNER: WHEN INTIMATENESS AND BEAUTY COME TOGETHER

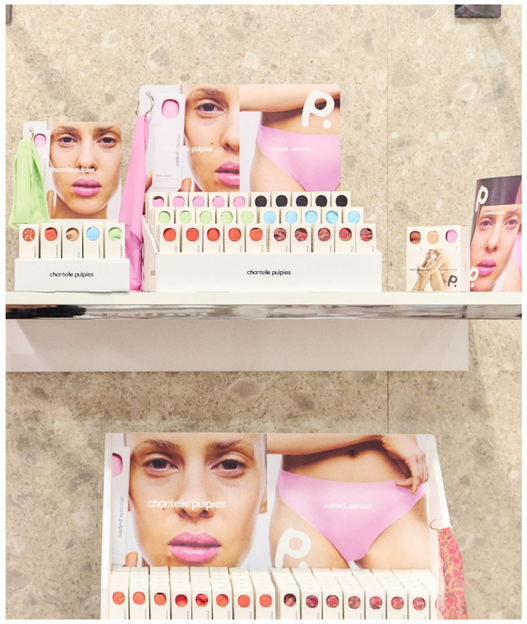
Nestled within the young designers' zone, the wellness offering confirmed that lingerie and skincare products naturally converge. At the crossroads of these worlds, the pleasure market is asserting itself, launching a new era for intimacy.

THE EXHIBITORS SPEAK: A UNANIMOUSLY POSITIVE ASSESSMENT

“The trade show is a bit like a family reunion: you arrive with a slight apprehension, but you're so happy to be there! We are fortunate to work in a deeply human industry. The Salon International de la Lingerie is the precious place where we come together, strengthen bonds, and take the time to truly connect. This edition held a very special significance for us as we celebrated Chantelle's 150th anniversary. A wonderful opportunity to honor our heritage while resolutely looking towards the future. It was a truly beautiful, dynamic, and unifying edition. It perfectly illustrated the boldness, contagious enthusiasm, energy, and innovative ideas that characterize the entire lingerie industry.” **Guillaume Kretz, Managing Director, CHANTELLE**

“We are delighted to be back at the Salon International de la Lingerie after a 13-year absence. This edition fully met our expectations, providing us with a leading international development platform. It’s the essential event where the entire lingerie ecosystem comes together: we had the pleasure of meeting all the market players – customers, distributors, and partners – in a highly professional yet friendly atmosphere. We welcomed buyers from Asia, Europe, Eastern Europe, the Middle East, as well as the United States and Canada to our booth. All our product categories generated significant interest. In particular, we saw strong demand for our hosiery, with a clear market expectation for beautiful products made in France at attractive prices. The sock sector also proved very dynamic. As for men’s underwear, where we are the market leader, the feedback was equally encouraging, with high expectations from the market. A very positive outcome that confirms the wisdom of our return.” **Jean-Raphaël Hetier, Vice-President France Benelux, DIM**

“This trade fair remains a true international showcase. This edition proved particularly dynamic with a great diversity of buyers from all over the world. We greatly appreciated the aesthetics of the fair and its location in Hall 7.” **Stéphanie Pérèle, Brand Director, SIMONE PÉRÈLE**



CHANTELLE

SILKY MIRACLES

RILKE

WOMAN ESSENTIALS

“For my first time participating, I received an exceptional welcome. The success exceeded our expectations, and the trade show proved to be a fantastic platform: it allowed me to meet a factory exhibiting at Interfilière Paris to accelerate production. The media coverage was incredible, and we secured some excellent orders from buyers worldwide. Beyond the business results, I was touched by the kindness of the people involved in this market.” **Clémence Pariente, Founder, LE BOUDOIR LOS ANGELES**

“We are very pleased with this year’s event. We saw a significant increase in visitors, particularly on Saturday. Buyers showed great interest in our new products, which helps us identify the best-sellers for the coming season.” **Sophie Knis, Marketing and Communications Manager Europe, WACOAL EUROPE**

“Our participation in the fashion show attracted many buyers to our booth. We welcomed numerous international buyers and took advantage of the trade show to meet with manufacturers present at Interfilière Paris. The discussions were very productive.” **NO COMMENT**

“A very good trade show with a particularly dynamic Saturday. We welcomed buyers from all over the world and made some excellent leads with potential new buyers.” **OSCALITO**

"This is our second time participating and we are delighted. A very successful edition that opened up excellent business opportunities for us with the United States, Canada, Japan, and Eastern Europe." **CARVARO**

A GREAT ENERGY PRAISED BY BUYERS

The warm and dynamic atmosphere of the show made a lasting impression, as evidenced by the enthusiastic feedback from professionals:

“I praised the perfect balance of the selection: from major high-end brands to more exclusive niche labels. Navigating the show was simple and efficient. Coupled with a relevant conference program and inspiring runway shows, it's a comprehensive working tool.” **Maria Hirsch, Buyer, OTTO (Germany)**

“I felt a real resurgence of energy at this trade show. The atmosphere was warm, almost electric. This friendly ambiance made the buying experience stimulating and motivating for the entire team. You can feel a positive dynamic driving the sector.” **Laetitia Monaco, Buyer, GLAMUSE (Luxembourg)**

CARVARO

INTERFILIÈRE PARIS: THE BENCHMARK FOR INTERNATIONAL CREATIVE SOURCING

Interfilière Paris confirmed its status as the group's most international event, with **86% international visitors**, a true catalyst for creative innovation. The trade show has established itself as **the premier event where design teams from major fashion houses and emerging labels** come to discover innovative materials.

DATA & BUSINESS FOCUS

- **180 suppliers** (15% new)
- **Breakdown France/International:** 14% France / 86% International
- **65 countries** represented
- **25% new visitors***
- **The Offer:** 28% Fabrics / 19% Manufacturing / 18% Lace / 17% Embroidery
- **75% of the international supply** (22 countries)

SOULIERS MARTINEZ

Top 10 visiting countries (excluding France)*: United Kingdom (14.56%) • Germany (6.27%) • United States (6.27%) • Spain (5.34%) • Hong Kong (4.70%) • China (4.42%) • Italy (4.33%) • Netherlands (3.96%) • Turkey (3.51%) • Switzerland (2.31%)

Top 5 Exhibiting Countries: China (38%), France (10%), Hong Kong (10%), Turkey (5%), Taiwan (5%)

THE TRADE SHOW ATTRACTED GLOBAL SOURCING DECISION-MAKERS

The **33% of attendees with creative profiles**, the most represented function, proves that R&D is key and demonstrates that the design teams of the world's leading fashion houses come here to source innovative materials. With **34.27% of visitors working in purchasing roles***, the show attracted global sourcing decision-makers.

*This data is based on visitors who stated they were coming primarily for Interfilière Paris.

SUPPLIERS AND BUYERS WON OVER BY THE DYNAMICS

"This edition was particularly symbolic for us as we celebrated our 170th anniversary! The trade show allowed us to make some wonderful connections and welcome new clients. It was a rich source of new projects. Brands showed great interest in our new shell and frame designs. Our highly innovative and technical assembly techniques, particularly Bonding, were especially appreciated. Our expertise perfectly meets market expectations because it offers numerous advantages in terms of comfort, invisible finishes, and creative freedom." **Olivier Martin, Managing Director, ART MARTIN**

"A very positive trade show for us, with excellent meetings and a steady flow of visitors throughout the three days. We made some promising leads, and several very interesting projects are now taking shape. Of course, we received visits from our regular clients, but we also sensed a great deal of interest and curiosity about our workshop and manufacturing expertise from other brands. This allowed us to showcase our know-how, which is now diversifying into sectors beyond lingerie: menswear, childrenswear, swimwear, sportswear, and woven fabrics. We clearly felt a genuine interest in French manufacturing. In this respect, the fact that Chantelle Epernay was awarded the Living Heritage Company label last August is a real asset and further enhances the value of our expertise." **Delphine Chapelot, Workshop Manager, CHANTELLE EPERNAY**

“A very successful trade show for us. Our new visual approach was very well received. We reconnected with our international clients while also making some promising new contacts. Discussions covered both lingerie and ready-to-wear.” **Maud Lescroart, Marketing Director, SOPHIE HALLETTE**

“We are very pleased with this edition. We welcomed a large number of French and international clients. The atmosphere was excellent and attendance was higher than expected in January 2025.” **ENCAJES**

“A successful trade show that allowed us to welcome both French and international clients. The brands showed particular interest in our luxury ranges, confirming a market trend towards premiumization.” **WILLY HERMANN**

"A much better edition than last year! Being in synergy with WSN generated great energy. We welcomed a large number of clients. In terms of trends, there was strong demand for bonding and cotton." **BEMIS**

“We were very impressed with this edition. The streamlined organization and the quality of the Trends Forum made our experience seamless and enriching.” **Paulina Delacher & Fiona Feichtinger, Buyers, FILINI (UK)**

SOURCING & SOLUTIONS PATHWAY: CROSS-FUNCTIONALITY AT THE SERVICE OF INNOVATION

The convergence of the five trade shows highlighted a fundamental truth: **sourcing is a cross-sectoral process**. The Sourcing & Solutions track enabled brands to source lace from Interfilière Paris, jewelry components from Elements de Bijorhca, and accessory manufacturers from Who's Next.
This synergy between expertise is the key to product innovation. Brands embraced this unique business opportunity, which allowed them to build their collections from start to finish, from raw materials to finished product, all in one place.

THE CREATIVE HUB: THE TREND COMPASS

The **Materials Trends Forum**, with its analysis by Nelly Rodi, provided visitors with a true creative compass to anticipate market expectations. **The Room of Inspirations**, showcasing the transformation of raw materials into finished products (shoes, leather goods, jewelry, lingerie, denim, knitwear, ready-to-wear), and the **comprehensive Materials Library** allowed professionals to touch, compare, and select the materials that will bring their projects to life. Daily conferences and premium personalized tours optimized visitors' time and sourcing, with insights into the four key materials trends for 2027.

MATERIAL TRENDS FORUM

The Salon International de la Lingerie and Interfilière Paris lived up to expectations, confirming their status as essential global benchmarks. The integration within ROOM 0126 demonstrated that there is strength in unity: by breaking down silos, WSN offered a concrete response to market challenges.

The positive energy, constructive exchanges, and business opportunities generated during these three days confirm that these events are much more than just trade shows: **they are the gatherings where the future of the intimate apparel and fashion industry is shaped.** Paris has proven, once again, that it remains the global epicenter of creativity and business.

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About the 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, distributors, emerging talents 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 have successfully launched new formats: Matter & Shape, DRP…

Beyond these 12 meetings and our role as a connector, we wanted to go even further and also offer concrete solutions on an ongoing basis: WSN Academy, RUN, partnerships with Ankorstore and Ulule…

The plurality of our entities is therefore a unique strength.

In Paris and internationally, throughout the year, each meeting, big and small, provides answers to the diverse problems of our clients and the market.

The evolution of the WSN group:

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