

WSN COMEXPOSIUM

**SHOPPE
OBJECT** **ANDM()RE**

ANDMORE and The WSN Group Partner for a New, International Event Series Centered on Shoppe Object



This partnership brings together creative communities from North America and Europe around a selective approach, enhancing the vibrancy of the design and lifestyle sectors.

Paris, October 2025 – ANDMORE, the largest owner and operator of premium tradeshow and showroom space in the U.S., and **The WSN Group**, leading force in European tradeshow and a subsidiary of The Comexposium Group, announce the signing of an exclusive agreement. This strategic collaboration extends **Shoppe Object**'s reach by expanding the leading home and gift show's global footprint and curatorial expression with the premiere of **Shoppe Object Paris**.

This alliance exemplifies a shared ambition: to unite, celebrate, support, and grow the progressive retail and design community, by strengthening synergies between New York and Paris, two major cultural epicenters.

“We are thrilled to launch this business relationship and to center it around Shoppe Object’ distinct ability to curate the new, the next, and the never-before-seen,” says **Jonathan Pertchik, CEO of ANDMORE**. “Our collaboration with The WSN Group perfectly illustrates the limitless possibilities when carefully considered companies with shared goals and mutual ideals come together to deliver the highest level of experience and opportunities to the industries we serve.”

Shoppe Object, ANDMORE’s leading tradeshow **for design, lifestyle, and the home sectors**, will work closely with select WSN Group brands to curate an immersive ‘show within a show’ and engaging experiences for industry leaders, tastemaking purveyors, and influential editors. This expansion signifies the further evolution of Shoppe Object from tradeshow to visionary curatorial platform, spanning its U.S. events, Shoppe Online marketplace, and new European presence.

“The essence of Shoppe Object has always been to cultivate, grow, and celebrate a community of unique brands and makers from around the world, connecting them with the very best merchants and buyers at the forefront of retail,” says **Jesse James, Shoppe Object Founder and newly named Senior Vice President of Creative, Experience, & Innovation for ANDMORE**. “Working with The WSN Group will harness this spirit in new international markets, while staying true to our DNA and our shared passion.”

“With Shoppe Object, we are joining forces with a leader who shares our values and vision: bringing together international creative communities,” says **Frédéric Maus, CEO of the WSN group**. Shoppe is a decisive step in developing a cutting-edge curation of home universes that makes sense for the future of wholesale.”

Since 2018, the **WSN Group** has continued to expand **across fashion, lingerie, jewelry, and design markets** with events created to meet the diverse expectations of the creative industries. A historical leader in fashion since 1989 with Première Classe, followed by Who’s Next in 1994, the group has operated Bijorhca – the jewelry industry trade show of BOCI – since 2021, and the Salon International de la Lingerie and Interfilère Paris for Eurovet since 2023. For three days, Paris’ Porte de Versailles becomes a major hub of creativity thanks to WSN.

In 2024, with Matter & Shape, WSN built a bridge between fashion, architecture, and design during Fashion Week — a bridge that found new expression this past September with the successful launch of Who's Next Home. It is this sharp selection of lifestyle brands that will be expanded through Shoppe Object, in response to evolving expectations, retail spaces, and new ways of consuming home accessories.

First edition of Shoppe Object Paris in January 2026, Paris, Porte de Versailles

In anticipation of the official debut of **Shoppe Object Paris during Who's Next at Porte de Versailles, January 17-19, 2026**, Shoppe Object will preview what's to come as 'Guest of the Season' for Premiere Classe — The WSN Group's show for fashion accessories at Jardin des Tuileries during Paris Fashion Week October 3-6, 2025 — with an experiential, color-drenched object gallery and Shoppe Object Café.

The alliance solidifies The WSN Group's position in Europe, reinforcing its role as an essential platform for the creative industries by offering exclusive access to a captivating perspective not available through any other European show. At the same time, it expands ANDMORE and Shoppe Object's presence further into the international market, broadening commercial prospects for their community of brands and buyers, all while fostering exchange, opportunity, and innovation.

Together, ANDMORE and WSN events welcome hundreds of thousands of professional visitors each year and foster meaningful exchanges between designers, brands, buyers, and distributors. This demonstrates their ability to anticipate industry shifts and to create shows dedicated to creative diversification, international visibility, and the revitalization of wholesale.

More info: <https://whosnext.com/en/events/shoppe-object-paris>

About ANDMORE®

ANDMORE, a Blackstone portfolio company, empowers wholesale buyers and sellers to connect, grow and prosper through premier physical markets and design centers. The company operates over 20 million square feet of premium tradeshow and showroom space, hosting live events in Atlanta, High Point, N.C., Las Vegas and New York City. Serving industries such as home décor, gift, furniture and apparel, ANDMORE supports the global B2B community through its unmatched marketplace experiences. www.ANDMORE.com

About Shoppe Object

Shoppe Object is a collection of premier home and gift shows celebrating a curated roster of visionary brands and makers presented in elevated settings from New York City to Paris. Born of a vanguard spirit to celebrate and service the progressive retail and design community, Shoppe Object is a gathering of fellowship, an expression of ideas, and a physical manifestation of a shared dedication to, and reverence for, the beautiful, the inspired, and the well-made. The ultimate resource for tastemaking merchants and influential editors, Shoppe Object's flagship show takes place each February and August in New York City at the historic Starrett-Lehigh Building, with additional international events debuting in Paris in partnership with the WSN Group. www.shoppeobject.com

About WSN Group

For over 35 years, WSN has been designing and producing events that inspire, connect, and celebrate creativity. A key player at the crossroads of fashion, design, lifestyle, and culture, the group delivers experiences that combine business and emotion, supporting brands, retailers, emerging talents, and professionals across the creative industries.

In the past ten years, WSN has grown from 2 to 12 annual events, all designed to meet the diverse expectations of the creative industries. Its flagship formats include Première Classe and Who's Next, as well as new concepts like Matter & Shape and DRP.

Beyond these events, WSN develops ongoing solutions for creative communities through initiatives such as WSN Academy, RUN, and partnerships with Ankorstore, Fashop, PagesMode, and Ulule.

The diversity of its entities is a strength that allows WSN, in Paris and internationally, to provide year-round responses to the challenges of creative markets. www.whosnext.com

About Comexposium Group

The Comexposium Group is today among the world's leaders in organizing professional and public events. It produces more than 150 events in 20 countries, including Who's Next, Gourmet Sélection, SIAL, Wine Paris, One to One Retail E-commerce, NRF Retail's Big Show Europe, Foire de Paris, Rétromobile, and Salon Mondial du Chocolat. Comexposium brings together and engages communities of professionals and enthusiasts worldwide through an omnichannel strategy.

Headquartered in Courbevoie, Comexposium employs nearly 1,200 people across its subsidiaries worldwide.

www.comexposium.com

Press contacts

Shoppe Object Paris

Stéphanie Morlat - 14 Septembre - stephaniemorlat@14septembre.com - +33 6 11 35 39 01

Antoine Mbemba - 14 Septembre - antoinebemba@14septembre.com - +33 6 72 37 13 51

WSN Group

Hugo Howlett - Howlett Dubaele - hugo@howlettdubaele.com - +33 6 18 08 10 55