

# SHOPPE OBJECT

PARIS

Shopper Object Paris - First Edition Wrap-Up

**A first Paris edition rooted in discovery and intentional curation**



*From left to right: Matthieu Pinet - Managing Director of Design, WSN ; Frédéric Maus - CEO, WSN ; Renata Bokalo - VP & Shoppe Object Show Director ; Jesse James - Founder & President, Shoppe Object Series, and SVP Creative, Experience & Innovation for ANDMORE ; Katherine E. Potter - Executive VP, CSO & General Counsel ANDMORE ; Sylvie Pourrat - Offer Director Première Classe - Bijorhca.*

From January 17 to 19, 2026, **Shopper Object Paris** held its inaugural edition at **Paris Expo Porte de Versailles, within Who's Next** - one of Europe's leading international trade events, bringing together fashion, accessories, lingerie, jewelry and design communities around a shared vision of creative retail.

Conceived as the brand's first international expansion, the event marked a **strategic milestone for Shoppe Object**, introducing its curatorial DNA to the European market. With over 80 carefully selected brands, this first Paris edition deliberately embraced a human-scale format, designed to encourage discovery, dialogue, and meaningful business connections. A foundational chapter intended to set the tone for **long-term development in Paris**.

## A shared energy and production quality aligned with the Shoppe Object spirit

Consistent scenography, strong production values, and a welcoming team contributed to an atmosphere frequently described by exhibitors and visitors as open, collaborative, and energizing. *“The quality and scale of this first Shoppe Object Paris event has reminded me so much of our very first New York show in 2018,”* says **Jesse James, Founder & President, Shoppe Object Series, and SVP Creative, Experience & Innovation for ANDMORE**, *“bringing retailers and creators together in a thoughtful space to collaborate on shared storytelling.”*

This positioning resonated immediately with exhibitors. *“Taking part in Shoppe Object Paris marks an exciting new chapter for us,”* shares **Dries Stuer, CMO, Serax**. *“Having already been active in Shoppe Object New York, we strongly believe in the power of this platform to connect fashion and lifestyle. Paris allows us to strengthen that link while discovering new audiences — something we truly value.”*



## International reach and a highly qualified visitor profile

From its first edition, Shoppe Object Paris attracted a strongly international audience, reflecting the overall momentum of the Who's Next ecosystem, which recorded a **+5% increase in total visitors**. For Shoppe Object Paris, the launch immediately delivered on its promise of international reach, with **68% international visitors and 32% French, representing 57 countries\***, driven in particular by strong American attendance.

Brands highlighted both the diversity and the quality of buyer profiles encountered. Exhibitors familiar with the Shoppe Object universe reported discovering new European buyers, while Paris-based and international brands alike benefited from exposure to a broader, cross-sector retail audience. *“The strong presence of leading international buyers confirms the role of this platform on the global stage. It was the shared positive energy — the pleasure of discovering a curated selection and doing business together — that truly made this launch a success,”* confirms **Frédéric Maus, CEO, WSN**.

\*These figures are based on visitors who stated that their primary reason for attending was Shoppe Object Paris.

For established international brands, Paris played a key role in expanding connections - this extended to independent brands striving to break into new markets. *“We were thrilled to make our European debut at Shoppe Object Paris,”* said **Gabriel Cohen, Co-founder of Fredericks & Mae**. *“The mix of major stores and small boutiques, buyers from all over the globe, and great neighboring brands made the show feel like a perfect launching pad for us.”*

*“We heard about this new trade show coming to Paris last September. Having experienced Shoppe Object in New York, we decided to try it here, and the experience has been very good,”* explains **Daniele, Wholesale Representative at Octaevo**, adding that the welcoming atmosphere and close attention from the teams made them eager to return for future editions.



### **A “show within a show” designed for cross-merchandising and new retail thinking**

*“Rather than organizing the space around traditional categories, we proposed a fluid, intuitive layout encouraging cross-merchandising and unexpected associations: books alongside fragrances, tableware next to fashion accessories, objects dialoguing with design and lifestyle,”* explains **Mathieu Pinet, Managing Director of Design, WSN**.

Shoppe Object Paris’ aura of discoverability was palpable and welcomed by buyers and exhibitors alike. *“You can feel how much work went into creating such a coherent brand selection,”* notes **Maxime Brenon, Co-founder & CEO, Papier Tigre**. *“It’s very inspiring to navigate this universe, and we’re already looking forward to what’s next.”*

This transversal approach proved particularly relevant for fashion-oriented retailers. *“I’ve been exhibiting at Shoppe Object New York for many years, and this is a very smart strategy to appeal to fashion stores,”* says **Paulo Giecco, Finn Founder**. *“This Paris edition was very positive, with strong retailers reaching out.”*

This first edition brought together **14 product categories**, laying the groundwork for curated growth as a strategic model for wholesale and future expansion into additional sectors such as beauty, pet, and wellness. By concentrating diverse categories in one carefully edited space, Shoppe Object Paris positions itself as **a practical, high-value destination for retailers**, enabling them to source across multiple universes without fragmentation or overload.

Building on the success of this launch, Shoppe Object Paris is set to expand its scale in future January and September editions, while preserving the high standards of brand selection and visitor quality that define the show.



### **The 1st edition of Shoppe Object Paris in figures:**

80 Brands - 50% France / 50% International - 17 countries represented

### **The upcoming events:**

**February 1-3:** Shoppe Object New York at the Starret-Lehigh Building

**August 2-4:** Shoppe Object New York at the Starret-Lehigh Building

**September 5-7:** Shoppe Object Paris within Who's Next at the Paris Expo Porte de Versailles



#### **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. [shoppeobject.com](http://shoppeobject.com) @shoppeobject

#### **About the WSN Group**

For over 35 years, WSN has been designing and organizing events that inspire, connect, and celebrate creativity. A key player at the crossroads of fashion, design, lifestyle, and culture, the Group delivers experiences that blend business and emotion, supporting brands, retailers, emerging talents, and professionals across the creative industries. Over the past decade, WSN has expanded from 2 to 12 annual events, each conceived to address the diverse needs of creative markets. Its flagship formats include Première Classe and Who's Next, alongside newer concepts such as Matter & Shape and DRP. Beyond these events, WSN develops year-round solutions for creative communities through initiatives like WSN Academy, RUN, and partnerships with Ankorstore, Fashop, PagesMode, and Ulule. The diversity of its entities is a key strength, enabling WSN to provide continuous, relevant responses to the challenges of creative markets in Paris and internationally throughout the year. [www.whosnext.com](http://www.whosnext.com)

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