

Press release

Paris, 16th of February 2023

# Premiere

Premiere Classe

Paris, Tuileries Garden  
03—06.03.2023

# Classe



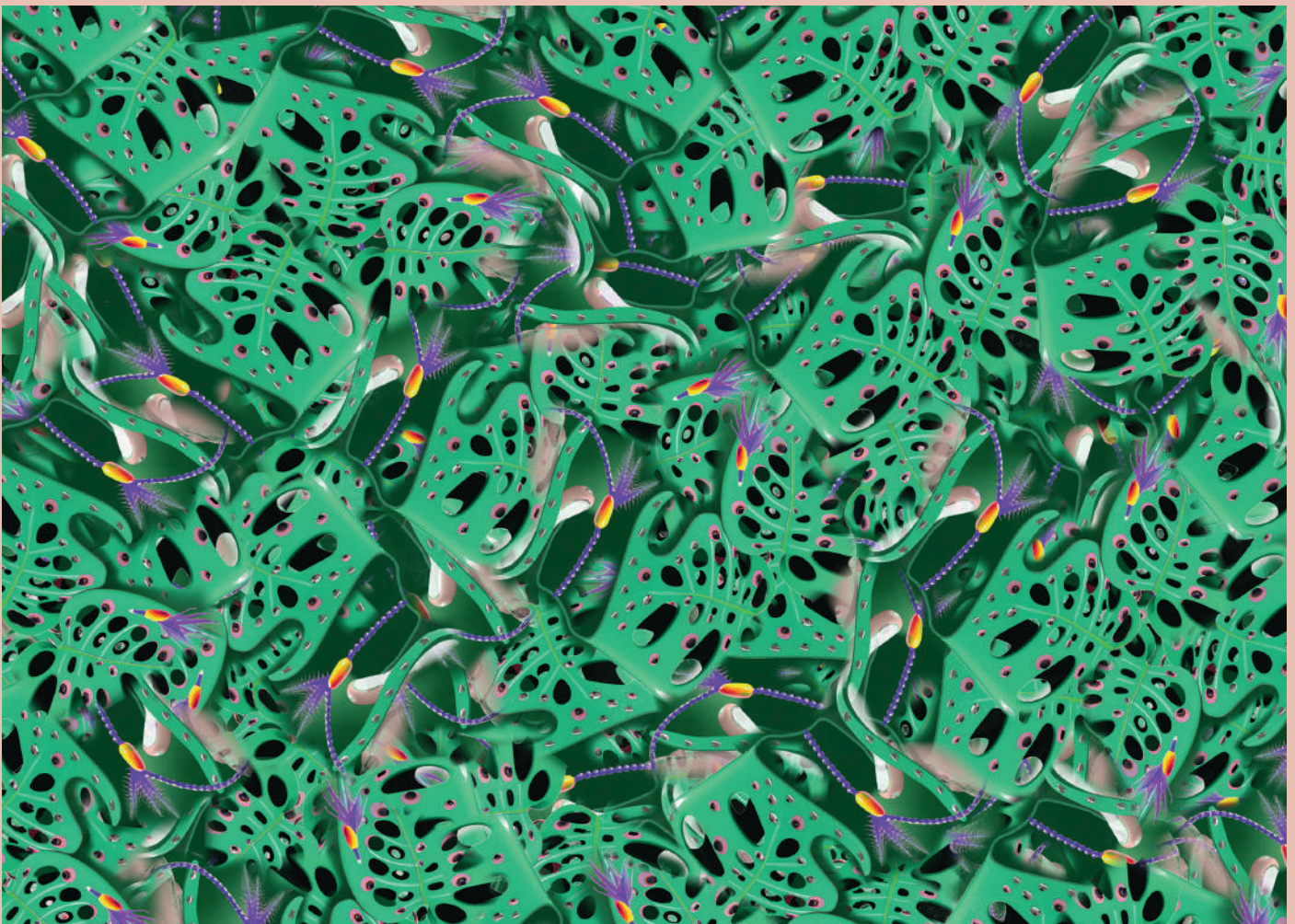
**PREMIERE CLASSE**  
**3-6 March 2023 - Tuileries Garden, Paris**

To place its visitors at the heart of creation, Premiere Classe, under the artistic direction of PAF ATELIER, has decided to make what is shaking up our ways of doing speak up for itself: artificial intelligence, by submitting to it, with the help of Coutach Studio, words related to materials, accessories, and creative universes. Ideas were brainstormed. The result? A series of patterns and visual elements, which synthesize and mark the new paths of contemporary creation, reproduced on large tarps stretched over the entire trade show, like a live show. A futuristic and lively metaphor for the springs of creativity, but also for our expertise in bringing together all the creative territories of accessories and ready-to-wear to create a dialogue.

A new fashion lexicon will come to life in the heart of the Tuileries Garden from the 3rd to the 6th of March.

*“ Since 1989, the creative industry has been meeting at Premiere Classe, bringing together the entire accessories and ready-to-wear sector. The great strength of this trade show is that here, the established brands attract a large audience of buyers from all over the world, which benefits new creative brands, who therefore are not excluded. This synergy has a virtuous effect on all the players.*

*At Premiere Classe, you can really feel the obsession with the product, behind which you find impactful stories and a designer. In addition, there is a lot of talk about artificial intelligence. It challenges this world of creation. It can turn it upside down. We wanted to make it speak through our communication campaign to question the new outlines of creativity.”* **Frédéric Maus, CEO at WSN**



## INTERNATIONAL BRANDS AND DESIGNERS:

**400** brands and designers **68%** international, including over **50** young designer brands & **26%** new brands.

### Top 10 international brands:

Italy : **25%**

UK : **6%**

Spain : **6%**

USA : **4%**

Japan : **4%**

Belgium : **3%**

Germany : **3%**

Brazil : **2%**

Romania : **2%**

Austria : **1%**

### To be found on this edition of Premiere Classe:

**26%** Jewellery

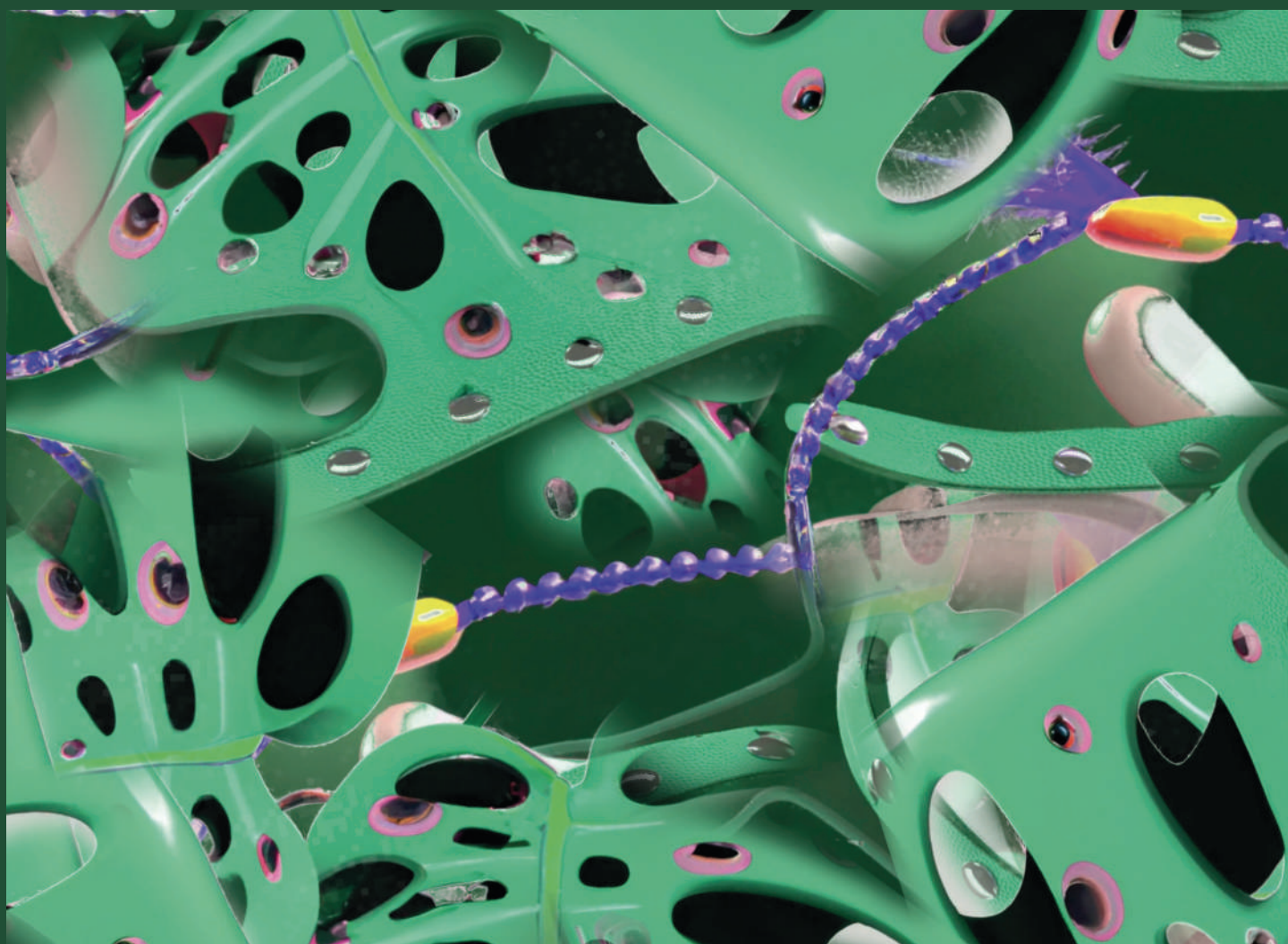
**22%** Textile Accessories

**19%** Bags / Leather Goods

**16%** of Shoes

**14%** of Ready-to-wear

**2%** Other accessories



## SURPRISE IN A FASHION AND ARTISTIC ENVIRONMENT

*"By entrusting the trade show's scenography to the PAF Atelier collective, which regularly collaborates with the Hyères International Fashion, Photography and Accessories Festival, we didn't just change the decor or the atmosphere, but completely revamped the lighting, the pathways, the living spaces to offer a sort of reboot of the trade show experience. Something more modern, more open, more communal and less septated.*

*As for the parties, on Friday, it will be elsewhere, at the Pamela, and on Sunday evening, the Cahu/Mindu party will be held under the tent, and will bring together all the professionals and followers of the three families."* **Boris Vey, Partnerships and events director at WSN**

## CONTEMPORARY ART IN THE TUILERIES AREA

### The Genius Freaks exhibition: How to represent the object in our daily life?

Involved in the contemporary scene and the guidance of emerging creation in design and functional art, PAF ATELIER asked **GOOD SESSIONS** to collect about thirty works of 12 artists and designers who give, from the entrance, their very heterogeneous and futuristic interpretations of the place the object has in our daily life.

**The artists : Mathias Malm, Ying Chang, Leilei Wu, Emily Orta, Yesum Yoon, Atelier Tonni, Alves Ludovico, Margherita Chinchio, Barry Llewellyn, AuchKatzStudio, Mathilde Gullaude.**

### HAPPENING mode CahuXLe Mindu in the LOUVRE area

It is the fashion event of this edition. The bag brand Cahu and the hair artist Charlie Le Mindu join forces to tousle the visitors. Eight bags will be presented like trophies on steles, at the back of the tent while black&white creatures will be a sensation in their hairy costumes. On Sunday, a performance will rock the space. Goose bumps are guaranteed!



© Mathias Malm



© Mathilde Gullaude



© By Tati

## THE PREMIERE CLASSE DESIGN STUDIO: A MIX OF CREATIVE ACCESSORIES AND READY-TO-WEAR

While Premiere Classe is the most important trade show for accessories, it is also a meeting place for fashion brands that show the latest trends in new creation. This edition has been conceived as a large creative studio, with a flow of energy between the new and the more known.

New creative brands are gaining visibility by sharing the spotlight with established brands such as the shoe manufacturer **Paraboot** or the jewelry designer **Philippe Audibert**. Made-in-Spain products are on the rise, with their cheerful designs and proposals, and trans-generational brands bring a colorful touch. This is the case of the energetic and coherent universe of **Bobo Choses**, marked by this dialogue between parents and children around clothing, which can also be found at **Little Creative Factory**, which is taking advantage of the trade show to launch its ready-to-wear collection for women, at **The New Society** which will also be present at the show. Urban clothing includes chic and comfortable proposals, with a concern for ma-

terials (Latierra), and a refined side (Runaway Bicycle, Adawas, The Loom).

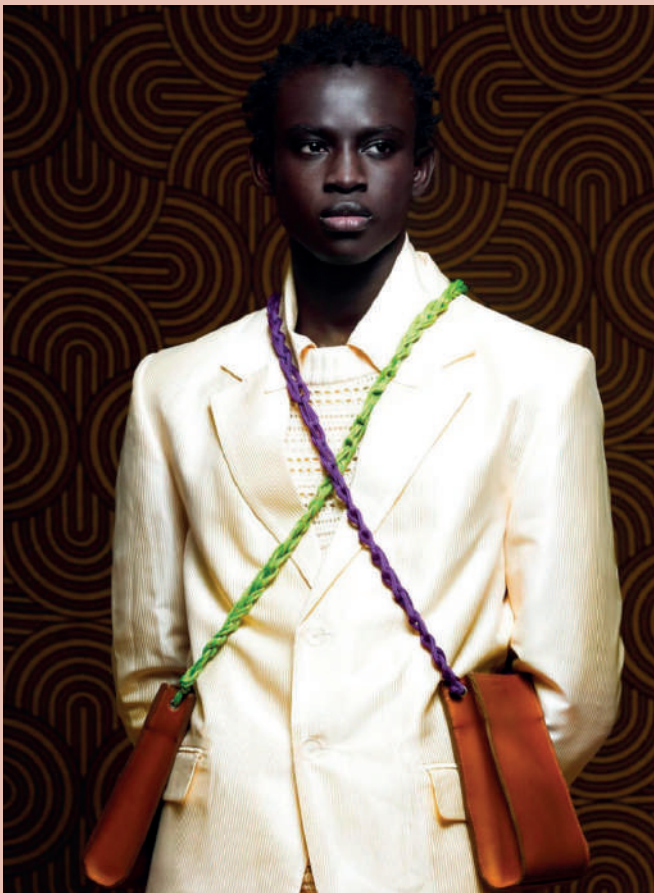
## AN INTERNATIONAL OUTLOOK

Several showrooms also present their selections. An opportunity to discover international trends and know-how. L'**Adresse Showroom**, PR agency and showroom with a selection of brands from South East Asia, including the Indonesian label **IKYK (I Know You Know)**. Based in Barcelona, The **Labels Room** showroom presents a selection as sharp as varied with swimwear, beachwear, glasses, handbags, and ready-to-wear.

Among the new brands: the Portuguese jewelry designer **Beatriz Jardimha** rubs shoulders with the Spanish leather goods designer Iriarte Iriarte and the winner of the **Silmo X Premiere Classe 2022 Award Parasite Eyewear**, awarded for its **KARMA** frames.



© Cherry Massia



© Aszpak Paris

## BRUT ICON: THE PREMIERE CLASSE CURATION

Bringing together all the actors of the fashion ecosystem, Brut Icon presents a selection *curated by* Premiere Classe. The universes and the degree of the notoriety of the different: the ready-to-wear brands **Evade House** and **Cherry Massia** will show at the Mercedes Fashion Week in Madrid, but this will be their first international show.

The fashion lingerie brand **Ruban Noir** has shown itself at the last Who's Next show with a highly creative and daring proposal.

**Julieta Alvarez** works with ceramics, which she declines indifferently in objects or rings, pendants or earrings. At the same time, **Luise Zücker**'s futuristic and inclusive proposal of couture jewelry stands in radical contrast with her committed vision of jewelry.

In the leather goods area, **Alexandre Samson** presents his brand of sustainable bags **Aszpak Paris**, not far from **AHDIID**'s slide mules.

*"The BRUT ICON space combines a selection of creative silhouettes in a very lifestyle environment.*

*Thanks to our new customer path under the two tents, with thematic product families mixing*

*ready-to-wear and accessories. The strength of the show lies in this alchemy. In the Tuileries area, the emphasis is on know-how and craftsmanship, while the Louvre tent shines with its perhaps even more commented selection."* **Sylvie Pourrat, Offer director - WSN**



© Iriarte Iriarte



© Luise Zücker



© Jenny Hytonen

## FASHION PARTNERSHIPS: A BRIDGE BETWEEN CREATION AND BUSINESS

### \* FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES - HYÈRES

The partnership between Premiere Classe and the **Festival international de mode, de photographie et d'accessoires Hyères** is consolidating. It has allowed former finalists to structure their businesses by benefitting from visibility at the trade show. Three former finalists are returning as exhibitors: jewelry designer Christophe Lhote, finalist of the 32<sup>nd</sup> festival and Grand Prix de la création de la ville de Paris in the category of Fashion/Talent Confirmed. The artist of designer bags of reasoned manufacture **Lou Chartres**, finalist of the 36<sup>th</sup> edition, present at the trade show during the last edition of October 2022 and returns this year with its own stand. Finally, the Taiwanese designer **WXY**, finalist for accessories in the 38<sup>th</sup> edition of the festival, is in the BRUT ICON selection this year.

A space will be reserved for the winners of the 37<sup>th</sup> edition:

Jenny Hytönen Grand Prix Première Vision and Audience Award, Sini Saavala L'Atelier des Matières Award, Joshua Cannone Grand Prix de l'accessoire, Lola Mossino x Indra Eudaric with a joint project - Hermès Fashion Accessories Award and Audience Award and as a special guest, Capucine Huguet, winner of the 36<sup>th</sup> edition Grand Prix de l'accessoire.

### \* GRANDS PRIX DE LA CRÉATION de la ville de Paris

Premiere Classe renews its partnership with the Prix de la création de la Ville de Paris.

### The trade show welcomes the winners of the 2022 edition:

**Coltesse**, winner of the Grand Prix Mode 2022. It rewards an experienced professional, a company or a known brand, for the quality of their project and their career, associated with a development strategy, and a commitment to transmitting know-how or innovation.

**Weinsanto**, winner of the Emerging Talent 2022 Award, and Aristide, winner of the **Fashion Accessories Award**, which recognizes emerging or, as in this case, known accessories projects (leather goods, shoes, gloves, belts, etc.).

The older partners surprise us each year with new proposals. **The Precious Room by Muriel Piaser**, a Parisian event dedicated to fine jewelry, offers a high-end selection from DOROTHEE SAUSSET, ONILIUM, APPLES & FIGS, MODINI and ROSA MAÏTEA.



© Weinsanto



© Ann Ong

### \* EYES ON TALENTS x PREMIERE CLASSE

The winner of the Premiere Classe x Eyes on Talents 2022 Award will reveal their collections:

Winner of the second edition of the Lauréate de la 2ème édition Premiere Classe x Eyes on Talents 2022 Award

Tatjana Haupt won the Premiere Classe x Eyes on Talents Award with her knitwear collection made for her Master in Applied Arts, answering questions such as «*How can feminism be expressed through craft today?*»

Special mention for the second edition of Premiere Classe x Eyes on Talents 2022

The jury awarded a special mention to Ann Ong for her fashion vision and her social commitment to the know-how of Filipino artisans.

**\* AU DELA DU CUIR (ADC) is operative again.** This incubator of exceptional French brands (La Botte Gardiane, Philéo, MoEa, Umòja, Valet de Pique), founded ten years ago and financed by the leather industry, is committed not only to the promotion and support of the know-how industry but also to the protection of French know-how and designers dedicated to the ecological imprint. It will be present at the trade show through a selection of exceptional brands, including Adapta, Belledonne, Cahu, Destree, Domestique, La Botte Gardiane, Laperruque, MI/Mai, Michino, MoEa, Philéo, Pigeoncoq, RSVP, Sessile, Souliers Martinez, Studio Reco, Ubac, Valet de Pique, Socque et Audette.



## **PREMIERE CLASSE AFTERSHOW**

**FRIDAY 3-03.2023**

**7pm - 9pm under the tent DJ sets**

**11pm outside the walls PAMELA in the 6th district**

**DIMANCHE 5-03.2023**

**Dance performance by Cahu x Charlie Le Mindu**

### **About WSN - <https://whosnext.com/>**

WSN Développement is the company that organizes the Parisian trade shows for international fashion professionals, mainly brands and distributors.

WHO'S NEXT, in January and September, presents ready-to-wear, accessories, beauty and lifestyle alongside IMPACT, the gathering of initiatives promoting the ecological and solidarity transition, and TRAFFIC the event dedicated to solutions and innovations for fashion retailers and brands.

Since May 2021, WSN has operated the organization of BIJORHCA for BOCI alongside WHO'S NEXT. During Fashion Week in March and October, PREMIERE CLASSE presents fashion accessories along with a fine selection of ready-to-wear.

Since July 2022, WSN has operated the organization of the Salon International de la Lingerie and Interfilère Paris for Eurovet alongside WHO'S NEXT.

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