

PREMIERE CLASSE Tuileries Garden - Paris



Photo credit Kim Weber

As part of the Fashion Week ecosystem, with an energetic offer of accessories alongside ready-to-wear brands, this edition of Premiere Classe rose to the challenge by documenting record audiences and a significant return of international buyers. The festive spirit was present thanks to the ravishing “Sky is the limit” performance imagined by bag designer CAHU and hair artist Charlie Le Mindu. With a new scenography by Paf Atelier inspired by artificial intelligence and a redesigned customer journey, Premiere Classe is the meeting place for this week’s Paris fashion shows, and is not done surprising you in the field of fashion and the design of tomorrow.

“Premiere classe is the epicenter of Paris Fashion Week. What gives this trade show its signature look is the strength of its community, this unique selection. The ecosystem works like a family gathered around the same subject: accessories that naturally interact with ready-to-wear brands. It is a real energy, increased tenfold by the tremendous return of international customers. Buyers expect us to surprise them, and this year we have succeeded in doing so, with a real move upmarket and a new approach to design and scenography.”

Frédéric Maus, WSN's General Director

PART 1

ZOOM ON THE GLOBAL VISITORS OF THE 4 DAYS
Premiere Classe

10 736

VISITORS FROM 85
COUNTRIES

32,56%

FRENCH
VISITORS

67,44%

INTERNATIONAL
VISITORS

24,26%

NEW
VISITORS

↓ TOP 5 COUNTRIES OUTSIDE FRANCE

11,27% → ITALY

6,98% → JAPAN

6,22% → UNITED STATES

5,83% → GERMANY

4,98% → BELGIUM

Impressive return of the great export with Japan, South Korea, Canada, China and Hong Kong.

"This year, shows many trends and a very nice offer. This edition is more interesting. The layout of the booths is different and has changed in a good way. There are more ready-to-wear items than before, which I particularly like."
TOMOMI, RTW Brand Director, United Arrows

"I always find the accessories that have that little bit extra here." **Charlotte Marschall, owner of Victorienne, Bolzano**

"It is so much nicer here than in New York. When you come to Paris from New York, it can be hard to know where to go. At Premiere Classe, you'll find a lot of small, independent brands that aren't in a showroom. I love coming here." **Alice Caldwell, buyer, Nashville, Shop Alice Nashville**

"It's bolder this year, a little more edgy, it's a good mix. A very good mix." **Freya, buyer, Curated Woman and Man, London**

"This is THE show in Paris, you have to be there if you want to know about new trends and new brands." **Hidemi Seto, at La Connexion Mode**



Photo Credit Kim Weber

↓ TOP 5 VISITOR TRADES

42,82%	→	MULTI-BRAND RETAILERS / CONCEPT STORE
11,78%	→	DEPARTMENT STORES
5,13%	→	CONSULTANT / FREELANCER / AGENT
4,47%	→	MANUFACTURER/WHOLESALER
4,31%	→	E-COMMERCE

"Creating, innovating, informing, passing on...are all part of our mission. We have re consolidated the bases, imagined a new customer journey, a new scenography, then things are done over time, become clearer, more refined. This year's edition was marked by a record audience, which is not a half measure. It echoes in the figures and internationally with buyers coming from Japan, the United States, Germany, Italy and Belgium. The complementary nature of this offer, which includes accessories and ready-to-wear, works. Customers appreciate the atmosphere of the trade show, buyers come to browse at the back of the tents. A newly arrived jewelry brand told me that they have signed up 40 accounts. The loyal are there and the activity is notably intense for the shoe brands and leather goods sectors. For the showrooms it's also a winning bet. And we have many projects for the future, it's not going to stop there."

Sylvie Pourrat, WSN's Director of the offer

↓ KEY FIGURES FOR PREMIERE CLASSE VISITORS MARCH 2023 VERSUS MARCH 2022

+ 43,80%
OF VISITORS

**+ 2 TIMES
MORE**
INTERNATIONAL
VISITORS



Performance CAHUxLe Mindu
Photo Credit Kim Weber



Photo Credit Kim Weber

"Premiere Classe Or the art of a trip to Wonderland. With Charlie Le Mindu X CAHU, we were clearly in first class, in the front row of a fashion show of powerful people: the buyers. Yes, during the Fashion Week there are journalists, there are influencers but also and especially buyers from all around the world.

The content and the form, the ideas and the realities under the tents, we cohabit, we exchange, we pinch each other not to forget that "Sky is the limit".

Clémence Cahu, CAHU's founder

PART 2

ZOOM ON DESIGNERS & BRANDS

400

BRANDS

30%

NEW

39%

FRANCE

61%

INTERNATIONAL
(33 NATIONALITIES
REPRESENTED)+ 46% OF BRANDS IN MARCH 23
COMPARED TO MARCH 22

↓ TOP 5 INTERNATIONAL COUNTRIES

22% → ITALY

5% → SPAIN

5% → UNITED KINGDOM

4% → JAPAN

4% → UNITED STATES

WXY
Photo Credit Kim WeberHyerès - Lola Mosino & Indra Eudaric
Photo Credit Kim Weber

"We have been coming to *Première Classe* regularly since 2013. Even though during Covid, buyers have become used to ordering online, we are thrilled to see them here, coming to sign live. We saw most of our regular buyers but also new ones, from Germany, Switzerland, and French boutiques, from Marseille or Amiens, which completed our implantation. In Japan, Fashion Week is less important, the audience is smaller and not everyone has time to come to our showroom in Kobe. Here, all the internationals come to us." **Mature HA. (Japan), accessories, textile (hats)**

"It's been a while since I have been to *Première Classe* and it was a nice surprise to see buyers from all over the world: old and new ones, from Japan and South Korea for Asia, from Europe, from the United States. We can feel that things are starting to work again. The quality of the offer reflects my product, which is top of the range, and the mix of ready-to-wear and the accessories particularly worked on this edition, added some fun to the experience. This event allows us to meet buyers who didn't know us before, but also ascertain our own reputation and to see with pleasure that we have also gained in fame." **Rose Carmine (FR), PAP, knitwear**

PART 2

ZOOM ON DESIGNERS & BRANDS

↓ BREAKDOWN BY PRODUCT TYPE

25%	→	JEWELRY
22%	→	BAGS & LEATHER GOODS
20%	→	READY-TO-WEAR
18%	→	TEXTILE ACCESSORIES
13%	→	FOOTWEAR
2%	→	OTHER ACCESSORIES

"We are back for the first time since covid, but had participated in several editions before. Not all Americans were there, but several placed orders with us, including major players like Fenwick Department Store. We also had more Asian buyers than in the past. Also, a WWD reporter discovered us here and wrote an article about us in the process. Even though we sell more scarves than RTWs, the mix in Premiere Classe's overall offering satisfies us, as does our booth, which is very well located."

Sabina Savage, (UK), textile accessories



Christophe Lothe
Photo Credit Kim Weber

"A dynamic and very international edition of Precious Room by Muriel Piaser that highlights the return of Asian and American buyers. In the choice of collections, buyers are acclaiming creative and embodied 'fine jewelry' collections with storytelling, strong values and accessible prices" **Muriel Piaser, founder of Precious Room by Muriel Piaser**

"It was the first time that these brands, presented themselves internationally. The press came and they even placed orders, which is very rare for a first participation: it happens more on the second or third trade show. We had Chinese, Italian and French buyers, as well as the Lithuanian press. People were misled by the quality of these pieces that highlight local know-how while presenting modern products and creative work. Presenting the work of these new brands in this way, in a grouped fashion, reassures buyers and it worked very well." **Pintu Incubator, presents a selection of Indonesian brands, Alexandra Pisco has accompanied these brands as a consultant in the search for new market**

PART 3

FOCUS ON NEW DESIGNERS

15%

OF DESIGNERS AND BRANDS LESS
THAN 3 YEARS OLD

"This year sounds like a comeback, since I was exhibited on Premiere Classe as a finalist of the Hyères International Festival and as a winner of the Grand Prix de la création, but this is my first as an independent designer. I am very pleased because on this occasion, I find a real energy at the trade show. What's new is that I have had selections from American multi-brands, whereas until now it was mainly Asians who placed orders. I had prepared this event well in advance and new visitors came to see me, with lookbooks in hand, having learned about my work. The show allowed me to gain the loyalty of this new clientele, to gain visibility. I really liked the scenography in which my own booth is naturally shown. The presentation of the artists' work at the entrance brings a real plus, at a time when the fields of art, decoration and accessories are permeable, the objects dialoguing with the jewelry" **Christophe Lhote, (FR) jewelry, finalist at Hyères Festival in 2017 and Grand Prix de la création de Ville de Paris 2017**

Weinsanto Ateliers de Paris
Photo Credit Kim WeberJulieta Alvarez
Photo Credit Kim Weber

"This edition of the trade show is quite dynamic and very selective and definitely represents the return of Premiere Classe in the key journey of institutional and international buyers for accessories. Some of them still have a restricted budget due to the economic situation, but it's a good sign of recovery for the Paris marketplace and the trade show." **Virginie Trento - Managing Director of ADC**

"We are thrilled. For this jewelry brand that is only 9 months old, we have received a lot of orders, especially from American buyers who appreciate the colorful side of the gemstones at the center of our jewelry and enamels. We have signed orders with 4 or 5 large European and American buyers, such as the luxury department store chain Nordstrom which should be a game changer in the coming months." **Van Den Abeele, (FR), jewelry**

"We are a new leather goods brand from Barcelona and this was our first show. As we have our own boutique in Spain, we had slowed down on trade shows. I'm happy with this presence," adds Carolina Iriarte, "because it opens us to the international market. Swiss buyers and a store in Rome have shown interest. It also allows us to strengthen our visibility. We met a PR from New York, a valuable contact for our development in the Americas." **Iriarte Iriarte (SP), accessories, leather goods**

PART 4

FOCUS ON ITALY: Marche Region

19

BRANDS FROM THE
MARCHE REGION

84%

PRESENT
FOOTWEAR

"The Marche Region has been supporting the participation of regional companies at Premiere Classe for numerous sessions. This trade show is essential for these SMEs. It's an unmissable meeting place for their development." **Andrea Maria Antonini, Assessor Regione Marche**

"This trade show? Wonderful! We have been coming since 1992, but this year, we have received a lot of clients and signed about 15 accounts, many of them European. This is important at the end of the season. This meeting challenges us in creativity, in communication." **Apice (It, Marche Region), shoes**



Photo Credit Kim Weber

PART 5

CONTACT & SAVE THE DATE

SAVE THE DATES

SALON INTERNATIONAL DE LA LINGERIE & INTERFILIÈRE
PARIS
FROM THE 2ND TO THE 4TH OF JULY 2023 - PORTE DE
VERSAILLES

WHO'S NEXT, IMPACT, NEONYT PARIS, BIJORHCA, TRAFFIC
FROM THE 2ND TO THE 4TH OF SEPTEMBER 2023 - PORTE
DE VERSAILLES

DRP **(NEW)**
2ND & 3RD OF SEPTEMBER 2023 - PORTE DE VERSAILLES

PREMIERE CLASSE
FROM THE 29TH OF SEPTEMBER TO THE 2ND OF OCTOBER
2023 - JARDIN DES TUILERIES

ABOUT

WSN Développement is the company that organizes
Parisian shows targeting international fashion
professionals, principally brands and distributors.

WHO'S NEXT, in January and September, presents
the ready to wear, the accessory, the beauty and the
lifestyle sectors sided by IMPACT, the reassembling
of initiatives, favorising the ecological and solidary
transition, and by TRAFFIC, the event dedicated to
solutions and innovations for the distributors and
fashion brands.

Since May 2021, WSN operates the organization of
BIJORHCA for BOCI sided by WHO'S NEXT. During
the Fashion Week in March and October, PREMIERE
CLASSE presents fashion accessories accompanied
by a small selection of ready to wear.

Since July 2022, WSN operates the organization
of SALON INTERNATIONAL DE LA LINGERIE and
INTERFILIÈRE Paris for Eurovet sided by WHO'S
NEXT.

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Photo Credit Kim Weber