PRESS RELEASE
PARIS, MARCH 17, 2026

THE ALLIANCE OF FASHION AND DESIGN SHINES OVER PARIS

From March 6 to 9, 2026, creativity took over the Tuileries Garden. A true destination of Paris Fashion Week, the events of the WSN **Premiere Classe Group, MATTER and SHAPE and the RUN x ANDAM** showroom brought fashion and design to life under the Parisian sun for four intense days.

A VISITATION FUELED BY THE ENERGY OF FASHION WEEK

Fueled by the excitement of Paris Fashion Week, the Tuileries Garden has established itself as the epicenter of creative synergy. Despite an uncertain international climate, the appeal of our events remained undiminished: this season brought together a highly qualified global audience, demonstrating the commitment and loyalty of buyers, the press, and industry influencers.

"The dynamism of this edition confirms that our events are an essential destination on the calendar. By bringing together fashion, design, and emerging designers in the heart of Paris, we offer international buyers a unique creative ecosystem, where today's encounters shape tomorrow's successes." ***— Frédéric Maus, CEO of the WSN Group***

PREMIERE CLASSE

RUN X ANDAM

MATTER AND SHAPE

KEY FIGURES FOR THIS EDITION:

Showing good overall stability compared to the March 2025 edition, the Tuileries Garden has confirmed its international appeal and its ability to renew its audience.

MATTER and SHAPE :

52% of professionals said they were visiting the event for the first time, highlighting the growing curiosity of the market.

Distribution: A strong base in France (65%) complemented by 35% international students from **79 countries.**

The top 5 international countries are the United States (4.85%), Italy (4.72%), the United Kingdom (4.43%), Belgium, and Germany.

RUN x ANDAM :

230 appointments with qualified buyers.

Premiere Classe :

A predominantly international visitor base (60%) compared to 40% for France, with **107 countries represented.**

The international Top 10 confirms the presence of strategic markets: Italy (10.03%), the United States (5.86%), Japan (5.64%), Germany (5.15%), and Spain (4.90%), followed by the United Kingdom, Switzerland, Belgium, China, and South Korea.

Renewal: 23% of professionals visited the show for the first time.

Visitor profile: A high concentration of influencers, with 38.50% being multi-brand retailers/concept stores, followed by independent retailers (8.81%), department stores (5.92%), buying offices (5.76%), and e-commerce (4.51%).

Among the major players who walked the aisles of the show, we had the honor of welcoming the following to Premiere Classe:

ANTONIOLI (Italy), **BERNARDELLI** (Italy), **DOVER STREET MARKET** (World: Paris, London, New York, Los Angeles, Singapore), **GAUDENZI** (Italy), **LA RINASCENTE** (Italy), **LE BON MARCHÉ** (France), **SELFRIDGES** (United Kingdom)

and on MATTER and SHAPE:

CARPENTERS WORKSHOP GALLERY (United Kingdom), **CHANEL** (France), **DIOR** (France), **DOVER STREET MARKET** (Japan), **DRIES VAN NOTEN** (Belgium), **HÔTEL DE CRILLON** (France), **INDIA MAHDAVI** (France/Iran), **LOEWE** (Spain), **LOUVRE** (France), **LVMH** (France), **NORDISKA GALLERIET** (Suede), **PIERRE YOVANOVITCH** (France), **RONAN BOUROULLEC** (France), **SILVERA** (France), **SSENSE** (Canada)

"Tired of understated luxury, I was captivated by the freshness of "The Selection" by Marylin Fitoussi on Premiere Classe. I also discovered some very promising young ready-to-wear brands in the showroom's RUN area. Finally, MATTER and SHAPE is an event I look forward to every year: the pavilions, the library, and the cafeteria create a beautiful harmony throughout the entire show. — ***Kayoko Yokote, Buyer, Takashimaya Buying Office (Japan)***

"The addition of MATTER and SHAPE brought undeniable added value to the dynamism of Premiere Classe. It raised the overall prestige of the event and attracted a high-flying clientele, creating the perfect synergy between high-end fashion and design. The event maintains a sharp quality standard and an intuitive organization by category, which greatly facilitates our research." **— *Leda Di Marti, CEO, Middle East Chamber of Buyers (Middle East)***

"As with every edition, Premiere Classe is a key event on my calendar and Isetan's. This season, one of our accessories buyer's most exciting discoveries was Aeneis, an Italian scarf brand spotted at the show." **— *Asano Miyazaki, Buyer, Isetan Buying Office (Japan)***

“As a buyer seeking sophisticated niche brands, I found Premiere Classe’s curation exceptionally sharp this season. The inclusion of the RUN showroom was a remarkable highlight, with a very curated selection of Korean, Hong Kong, and French brands. It’s clear that the show’s quality is evolving towards an increasingly premium and international aesthetic.” **— *Giulia Demetri, Buyer, Gaudenzi (Italy)***

PREMIERE CLASSE: THE FASHION LEADER FOR 37 YEARS DEDICATED TO CREATION AND EXPERTISE

A curated selection of 270 creators

Under the artistic direction of Studio Costa-Molinos, the tents were transformed into a showcase of expression, architecturally defined by light. Premiere Classe celebrated 37 years of commitment to creative independence there.

"Premiere Classe remains the focal point of exceptional craftsmanship. With 270 designers this season, our rigorous curation resulted in a selection where audacity and craftsmanship complement each other, offering international buyers a sharp and fresh perspective on the accessories and ready-to-wear market." ***— Sylvie Pourrat, Director of Development for the WSN Group and the Premiere Classe trade show***

A unique and international selection

The curation of this FW26-27 edition highlighted a perfect balance between historic houses and new aesthetics:

- **270 brands** were present, including **nearly 20% new ones.**
- A global reach was achieved with **40% French brands** and **60% international brands** from **24 countries**.
- **The top five foreign countries** represented illustrate this diversity: Italy (20%), Spain (10%), Japan (8%), the United Kingdom (4%), and Germany (3%).

The product categories reflect the richness of accessories and creative wardrobe design:

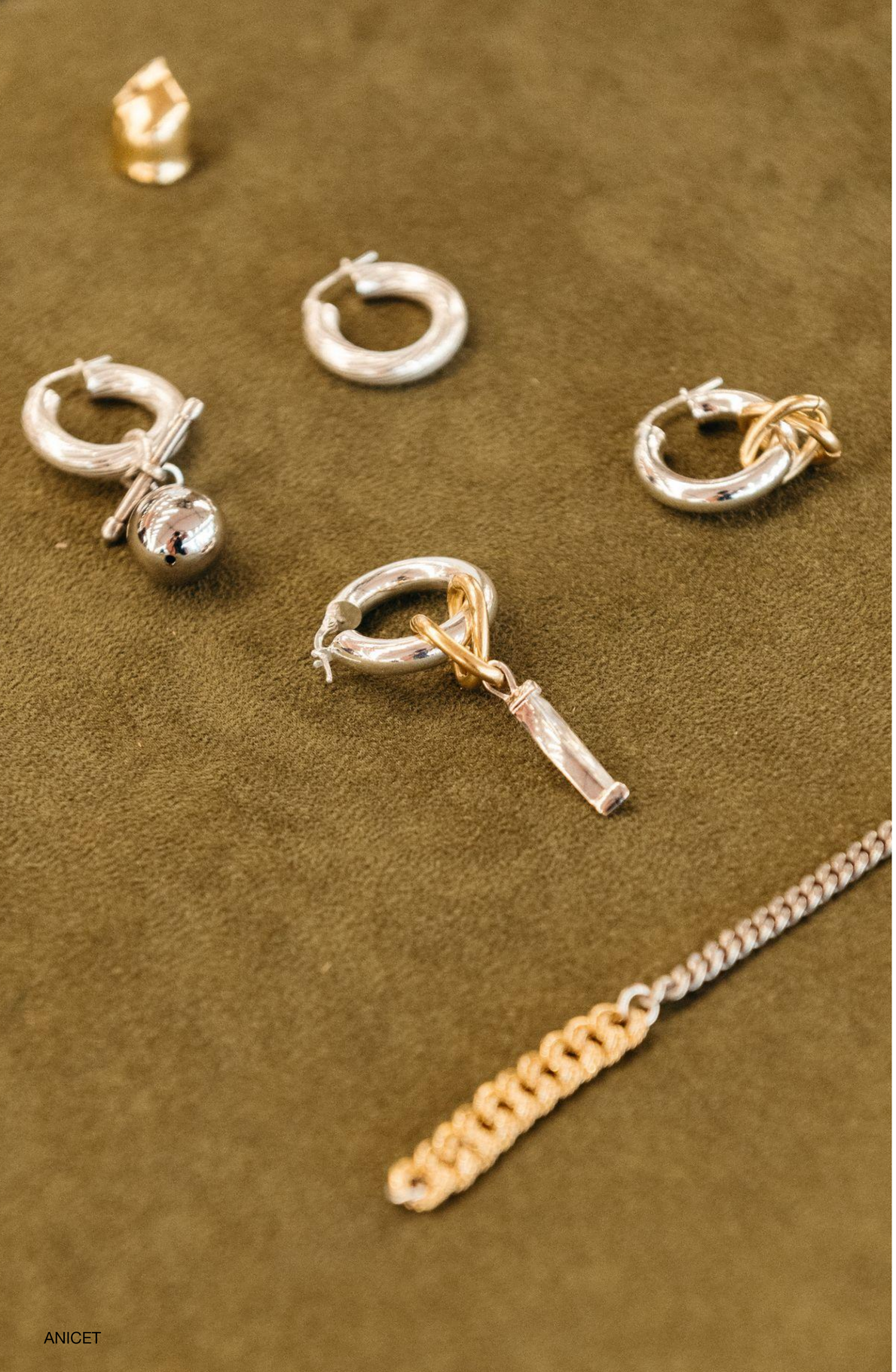
Textile Accessories: 22% | Bags and Leather Goods: 22% | Jewelry: 21% | Shoes: 18% | Ready-to-Wear: 15% | Other Accessories: 3%

"The new layout perfectly reflects our premium positioning. The visitors have been extremely high-quality, with excellent meetings and orders placed with American, Italian, and Spanish buyers."
— Frédéric Jacob, Managing Director, Arche (Footwear)

"This is the best-curated trade show we've ever attended! For our return to Paris, Premiere Classe opened doors to a very international clientele, resulting in concrete orders."
— Shweta Gupta & Abhishek Dhoundiyal, Founders, SWGT (Ready-to-Wear)

"A remarkable turnout for our first edition! We not only closed international sales but also made promising contacts for the future, all in a very collaborative atmosphere."
— Helga Meersmans, Co-Founder, Kaai Antwerp (Leather Goods)

"A truly wonderful edition! After seven years, we reconnected with our loyal clients while attracting new, top-tier international buyers from the United States, Asia, and across Europe."
— Rosaura Marsiñach, Co-Owner, Mirror in the Sky (Accessories)



ANICET

Within this selection, the **Brut Icon** space has once again established itself as a laboratory for new aesthetics. Conceived as a manifesto where creation is free and unconstrained, it has highlighted a bold rising generation alongside talents recognized by the City of Paris, Anicet, and Cèucle. A veritable capsule of vibrant and instinctive energy, conducive to decisive encounters for these young houses:

"For our first time participating, the environment and the quality of the visitors were excellent. We made strong contacts with international buyers, primarily from Asia and Europe."
— Elia Pradel, Founder, Anicet (Jewelry)

"The Brut Icon space provided superb exposure for my young brand. This visibility allowed me to target the right markets and initiate qualified contacts in France, the United States, and Japan."
— May Giscard d’Estaing, Founder, Aymone (Ready-to-Wear)

"As the winner of the Grand Prix de la Ville de Paris, it was a great opportunity to test this format. A very enriching first experience that connected us with many European buyers."
— Auriane Blandin-Gall, Founder, Cèucle (Ready-to-Wear)

SOULIERS MARTINEZ

INSPIRATION IN ALL ITS FORMS

THE SELECTION by Marylin Fitoussi
From the moment they entered, Premiere Classe unveiled a brand-new format. Visitors were welcomed through the expert eye of Marylin Fitoussi—renowned for her work on Emily in Paris. With complete creative freedom, she imposed her vibrant philosophy, mixing archival pieces, prototypes, and the season's favorites. A story where accessories become a style statement.

LE BOOK x Premiere Classe
Because culture fuels creativity, the trade show entrusted its programming to LE BOOK. With three talks per day, this series gave a platform to leading experts such as Mathias Chelebourg (Atelier Daruma) on immersive retail, Claire Brugnago (Imprimerie du Marais) on Craft 3.0, and Noémie Voyer (Heuritech) and Pauline Schwenck (A Curated by Group). A true think tank deciphering the future of the industry.

Exhibitions, Hyères Festival and SOEWER
The young guard shone with the exhibition of the winners of the 40th Hyères Festival (Lucas Emilio Brunner, Adrien Michel, Layla Al Tawaya, Noah Almonte, Youssef Zogheib, Amaury Darras, and Alyssa Cartaut). Alongside MATTER and SHAPE, the independent publisher SOEWER captivated audiences with ANATOMY OF A SHOW, freezing the electric tension and silent choreography of the fashion backstage. This celebration extended well beyond the Tuileries Gardens, with an opening party at Tar, where the fashion community could gather, exchange ideas, and celebrate the launch of Premiere Classe.

MATTER AND SHAPE: A VIBRANT COMMUNITY DEDICATED TO CONTEMPORARY DESIGN

For its third edition, MATTER and SHAPE not only confirmed its prominent place in the design landscape but, above all, continued to push the boundaries of what a trade fair can be. More than just an exhibition, the event established itself as a truly vibrant community, united around a unique collective experience.

Designed by the studio JA Projects, the two pavilions established a distinctive architectural signature (hemp bricks and stained pine). The theme **"Scale"**—a nod to Rem Koolhaas and Bruce Mau's cult book S, M, L, XL—invited visitors to rethink proportions, exploring the tension between the everyday object and the monumental scale.

"MATTER and SHAPE is the meeting place where the aspirations of contemporary design meet the energy of fashion. By playing with scale this season, we wanted to create a platform where industrial rigor and artisanal emotion engage in free dialogue, redefining our relationship to objects and space."
— Matthieu Pinet, Director of MATTER and SHAPE

THE ART OF LIVING AS A CREATOR OF CONNECTIONS

The culinary experience was designed to foster the spontaneous encounters that are the heart and soul of the event. The pop-up restaurant SCALE by **Balbosté** translated the theme onto the plates through landscapes of shared tables, conducive to conversation. Meanwhile, the STEREO BAR by **Bang & Olufsen** – designed by the New York duo Heven and featuring dishes by chef Frederik Bille Brahe – offered an immersive sound and taste experience. Over a **Zara Home x Dreamin' Man** coffee, nestled beneath the historic oak tree of the Place de la République, these moments of suspended time shaped the collective experience for visitors.

BANG & OLUFSEN

ZARA HOME

BALBOSTÉ

A SPACE FOR CURATION, REFLECTION, AND SHARED STORIES

The secret ingredient of MATTER and SHAPE lies in the stories shared by those who bring it to life. Cultural exploration found its home in the **Reading Room**, conceived in collaboration with Villa Hegra—furnished by USM and reimagined by the artist Badr Ali—where visitors took the time to immerse themselves in a carefully curated selection of books. The MATTER and SHAPE shop continued to bring together enthusiasts eager to discover beauty, through an eclectic curation of rare objects from exhibitors and guest brands (La Romaine Editions, We Do Not Work Alone ft. Wes Anderson...).

READING ROOM

(SHOP)

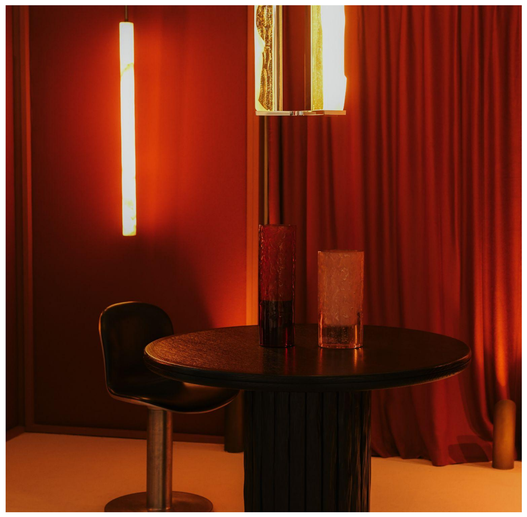
A RESONANCE FAR BEYOND THE TUILERIES

This sense of community was amplified in the auditorium, punctuated by **talks** supported by **Monocle on Design**, bringing together inspiring figures such as Sabine Marcelis, Bas Smets, and Jayden Ali. This vibrant energy now extends beyond the walls to set the pace for... Paris, à l'image des installations de Birkenstock 1774 ou de Repossi prévues fin mars.

Among the **73 exceptional exhibitors** present, numerous major collaborations were unveiled (Ann Demeulemeester — Serax, Byredo x Iittala, Lobmeyr x Luca Guadagnino...). The event even pushed the boundaries of perception to touch the immaterial with **Olfactory Signals**: a fascinating installation designed by System Preferences, where researcher and artist Sissel Tolaas dissected the molecular reality of the show to distill a living fragrance, capturing the very essence of this event and the energy of 14 olfactory projects brought together.

OLFACTORY SIGNALS

LINDSEY ADELMAN STUDIO



GARNIER & LINKER

SYSTEM CROSBY STUDIOS

MARIMEKKO

RUN X ANDAM: THE B2B ACCELERATOR FOR EMERGING CREATION (PARIS - TOKYO)

In an intimate, appointment-based format, RUN confirms its position as a flexible and essential B2B solution for emerging designers. This FW26-27 season, the **RUN x ANDAM** showroom curated its collection under the Louvre tent, generating valuable connections with major international accounts such as **HANDSOME CORP** (South Korea), **MIMA** (France), **MUSINSA EMPTY** (South Korea), **OPENER** (South Korea), **PRINTEMPS** (France), **REBELLE** (Japan), **SKP** (China), and **SPRMKT** (Netherlands).

The Parisian selection showcased collections from 11 labels: ADIEU, ALTER, CEM CINAR, KENTROY YEARWOOD, LADO BAKUCHAVA, LAFORMELA, LARUICCI, RAPPAZ, TANG TSUNG CHIEN, THE WORLD IS YOUR OYSTER, and TOMMAZO.

The RUN X ANDAM partnership will also expand internationally in a second phase. From March 19 to 21, 2026, ANDAM's Parisian expertise and creative excellence will be showcased in Japan as part of the official **Rakuten Tokyo Fashion Week** calendar. Located in Shibuya Hikarie, the showroom will present a strategic selection: ADIEU, ALAINPAUL, ANICET, BURC AKYOL, SAUL NASH, TANG TSUNG CHIEN, and TRENTE SEPT PARIS.

"With RUN, our mission is to provide concrete support for the commercial development of emerging labels. Integrating our showroom into Rakuten Tokyo Fashion Week, building on our presence in the Tuileries Gardens, is a strategic step. It allows us to directly connect the new generation of Parisian and international creative talent with key players in the Asian market." ***— Boris Vey, Director of Partnerships for the WSN Group and RUN***

Save the date: October 2-5, 2026 at the Tuileries Garden in Paris

Premiere Classe will return next fall.
New and unique events will be held alongside us to redefine, together, the contours of Fashion Week.

Press Contact

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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 emotion.

We support brands, retailers, emerging talents, and professionals in the creative industries.

In 10 years, we have grown from 2 events to 12 annual events, each unique and distinct, created to meet the diverse needs of the creative industries.

We have successfully launched new formats: Matter & Shape, Shoppe Object Paris, DRP…

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

The diversity 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.