

Event Review 3 - 6 October 2025

Paris Fashion Week — Jardin des Tuileries

Premiere Classe puts accessories in the spotlight at Paris Fashion Week

Premiere Classe, the international benchmark for accessories during Paris Fashion Week

From October 3 to 6, 2025, **Premiere Classe** set the pace for **Paris Fashion Week** from the Jardin des Tuileries, at a time when the entire industry had its eyes on Paris. While the new creative directors unveiled their vision during highly anticipated fashion shows, the trade show set its own pace: that of an **exclusive and independent** scene, where **accessories assert themselves as a creative language in their own right.**


Beyond creativity and craftsmanship, Premiere Classe is a **prime business event** where brands and distributors from around the world meet, reconnect, and grow.

300 designers were brought together, 80% of whom were dedicated to accessories and 20% to ready-to-wear, in a demanding curation that confirmed Premiere Classe as the global benchmark for fashion accessories.

More than just a showcase, the event offered an experience: a creative immersion, a scenographic setting, a meeting place where exchange is as important as discovery.

"Premiere Classe is not a trade show: it's a destination. A place where visitors and professionals come to find inspiration, connect, and anticipate the accessories of tomorrow."

- Sylvie Pourrat, Director of Premiere Classe



Key figures for this edition

300 exhibiting designers, including 27 % newcomers 80 % accessories / 20 % ready-to-wear 29 nationalities represented among designers, including 34 % from France, 21 % from Italy, 8 % from Spain, 6 % from Japan, and 4 % from Indonesia.

12,000 visitors – 111 nationalities represented

65 % international visitors -> top 5:35% France, 11% Italy, 6% United States, 5% Japan, 5% Spain.

These figures confirm the uniqueness of Premiere Classe: a selective, international, and strategic platform for creative distribution.



INOUI EDITIONS



MATURE HA





(In)visible Lines: diving into the invisible

Under the theme "(In)visible Lines," this edition explored the invisible forces that structure accessories: the lines that connect objects to the body, materials to intention, and aesthetics to use.

Entrusted to Studio Costa-Molinos, the scenography offered a sensory and refined spatial experience. Plays on density, contrasts of light, and immersive perception transformed the Tuileries into a journey through the collections, inviting visitors to perceive what lies beneath the surface of lines and materials.

This approach gave the edition a manifest dimension, resonating with a Fashion Week marked by bold creative discourse.







MAPOESIE PARIS

When creativity and business complement each other

Deeply rooted in Paris Fashion Week for over three decades, Premiere Classe discovers, supports, and energizes brands recognized for their creativity and expertise. Regardless of commercial maturity or size, WSN supports each brand with concrete solutions, thanks to its **strategic partnerships** (ANDAM, ADC, Pintu, Talent Indonesia, etc.).

"We are delighted to see some designers move from a collective stand at the ADC incubator to their own stand. This proves that Premiere Classe can be a real springboard for development, both in France and internationally."

- Sylvie Pourrat, Director of Premiere Classe

"I am the new owner of Jamin Puech, and I felt it was essential to present the brand at Premiere Classe, where it began its distribution. In four days, we saw all our customers again and sent a strong signal: the brand is back with a new vision. All nationalities are represented here, which is the strength of the show."

- Liva Ramanandraibe, CEO & Creative Director, Jamin Puech



Brut Icon

- the emerging scene



At the heart of the show, Brut Icon embodied the vitality of raw, instinctive, and sincere creativity. Sculptural jewelry, reinvented utility bags, narrative clothing: the winners of the Hyères Festival and visionary young labels created a vibrant scene that broke with established codes.

Brut Icon is establishing itself more than ever as the go-to destination for buyers looking for unique approaches and new energy.

"This is my first time at Premiere Classe and I was delighted to meet buyers from all over the world: New York, Mexico, Russia, Dubai... A very enriching experience."

— Tal Maslavi, Designer and Founder, Tal Maslavi

International designers: an inspiring global stage

Beyond the wealth of European talent, this season Premiere Classe has highlighted designers from a variety of backgrounds, revealing imaginations that are as unique as they are complementary.

Indonesia — through the Talents Indonesia program and the PINTU incubator, young brands that are still emerging but already ready for export have demonstrated their ability to combine craftsmanship, assertive modernity, and eco-responsible commitment.

Peru — with Pampa the Brand, which unveiled its alpaca and merino knitwear worn by the show's hostesses, highlighting the elegance of Andean craftsmanship.

This openness to the world confirms Premiere Classe's vocation: to be the international crossroads of creative identities, a fertile ground where truly global fashion is invented.

RUN x ANDAM — the showcase for creative ready-to-wear fashion

In synergy with Premiere Classe, **RUN** x **ANDAM** continued its rise in October 2025, establishing itself as the **benchmark showroom for creative ready-to-wear** during Paris Fashion Week.

Co-created with ANDAM, the project is based on rigorous curation and a rethought business approach for young brands: a space for direct visibility between designers and buyers.

This edition brought together 12 international labels, including Benjamin Benmoyal, Pressiat, Laruicci, Adieu, Siegenthaler, Rappaz, Didu, Laformela, and Cem Cinar, as well as an exhibition dedicated to the 2025 ANDAM winners (Meryll Rogge, AlainPaul, Burc Akyol, Sarah Levy). The presentations by Benmoyal and Siegenthaler made a big impression on visitors, while buyers praised the inspiring and international selection.

"ANDAM's DNA is to support designers on their journey, from discovery to development. RUN is part of this ongoing commitment, offering them a professional space where creativity meets the market."

Nathalie Dufour, Founding Director of ANDAM

Backed by ANDAM's expertise and the proximity of Premiere Classe, RUN has established itself as a strategic accelerator within the WSN Group: a platform where emergence, business, and institutional recognition advance together.



A committed international community

Influential buyers, visionary concept stores, designers, design studios, agents, and specialized journalists: Premiere Classe brought together a global community to discover new creative inspirations and initiate new collaborations.

Top 10 visiting countries: France, Italy, United States, Japan, Spain, Belgium, Germany, United Kingdom, Switzerland, China.

Top buyer professions: 53% multi-brand retailers/concept stores; 12% independent/buying offices; 4% department stores; 4% e-commerce.

"A beautiful edition with a remarkable selection; there is a lot of superb jewelry this season."

- Kiiko Okaku, Buyer, Baycrews (Japan)

"At Premiere Classe, we look for the finishing touch: accessories and jewelry with a strong identity, where craftsmanship and emotion meet timeless style."

- Ginevra Gozzoli, CEO & Buyer, Bernardelli Stores (Italy)

"The selection of exhibitors is excellent and the space is beautifully designed, with unique stands and beautiful collections."

— Amalia Angelopoulou, Buyer, Shoesbox (Greece)



"This show has been a very, very good edition for us. We have met new customers from all over the world, particularly in Europe, China, and Japan. For me, it remains the best accessories show."

- Geoffroy Maurice, Manager, My Bob

"A very positive trade show, with lots of contacts and great energy. We met new customers from the United States—in Boston and Texas—but also in Romania."

— Antonio Jimenez Rama, Co-founder, Claire Charlotte

Among the buyers present:

10 Corso Como — ABM Garrice — Alfaro 1926 — Allan Joseph — Artifacts — Barneys — Baycrew's — Beams — Bernardelli — Boc NYC — Couverture & The Garbstore — Depechemode — Dolci Trame — Doors NYC — Dover Street Market — El Corte Inglés — FLTRD — Galeries Lafayette — Galeries Lafayette Dubai — Gravity Pope — Hankyu Department Store — Isetan — La Rinascente — La Samaritaine — Le Bon Marché — Level Shoes — Lulli sur la Toile — Maison 4110 — Marubeni — Merci — Metanoia — N°6 Store — Nordstrom — Ounass — Piaff — Piso Siete — Printemps — Printemps New York — Proyecto Republica — Samsung — Ships — Simons — SKP — Solis — Takashimaya — Tomorrowland — Torregrossa — United Arrows — Via Via — Victoire





DOMESTIQUE



Shoppe Object : an inspiring first activation

A highlight of this edition, **Shoppe Object**'s presence marked the launch of an exclusive partnership between WSN and New York's leading design and lifestyle fair.

In Paris, Shoppe Object presented a vibrant, scenographic installation, complemented by the Café Shoppe Object, hosted by New York artist James Gallagher.

This first activation set the tone: connecting Paris and New York, two global capitals of independent creation.

"With Shoppe Object, we are bringing together two creative communities that share the same standards of curation and independence. This alliance is a decisive step toward opening up new horizons for our designers."

- Frédéric Maus, CEO, WSN

In January 2026, **Shoppe Object Paris** will be launched alongside Who's Next, Bijorhca, le Salon International de la Lingerie, and Interfilière Paris—a key step in the globalization of creative communities and the consolidation of WSN's role as Europe's leading platform.





With this edition from October 3 to 6, 2025, Premiere Classe has confirmed its unique role: a selective and international event where accessories are revealed as a central pillar of fashion.

The next chapter will be written from **March 6 to 9**, **2026**, in the Jardin des Tuileries, alongside Matter and Shape — an additional season to continue Premiere Classe's mission: to connect, reveal, and inspire.

Press Contact

HOWLETT-DUBAELE / Hugo Howlett hugo@howlettdubaele.com +33 6 18 08 10 55

About the WSN Group whosnext.com

For over 35 years, we have been imagining and designing events that inspire, connect and celebrate creativity.

We are passionate about what we do.

Positioned at the intersection of fashion, design, lifestyle and culture, the WSN Group offers experiences that combine business and emotion.

We support brands, distributors, emerging talent and professionals in the creative industries.

In 10 years, we have grown from 2 events to 12 annual events, all very different and unique, created to meet the multiple expectations of the creative industries.

We have successfully launched new formats: Matter & Shape, DRP...

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

The diversity of our entities is therefore a unique strength.

In Paris and internationally, throughout the year, each event, large and small, provides solutions to the diverse issues faced by our clients and the market.

The evolution of the WSN Group:

- →12 annual events, compared to 2 a few years ago.
- →From organiser to trade fair operator.
- →Development of 4 concrete solutions.
- →Strategic partnerships with ANDAM, Ankorstore, Ulule, etc.
- →A total of 150,000 professionals visiting each year.