

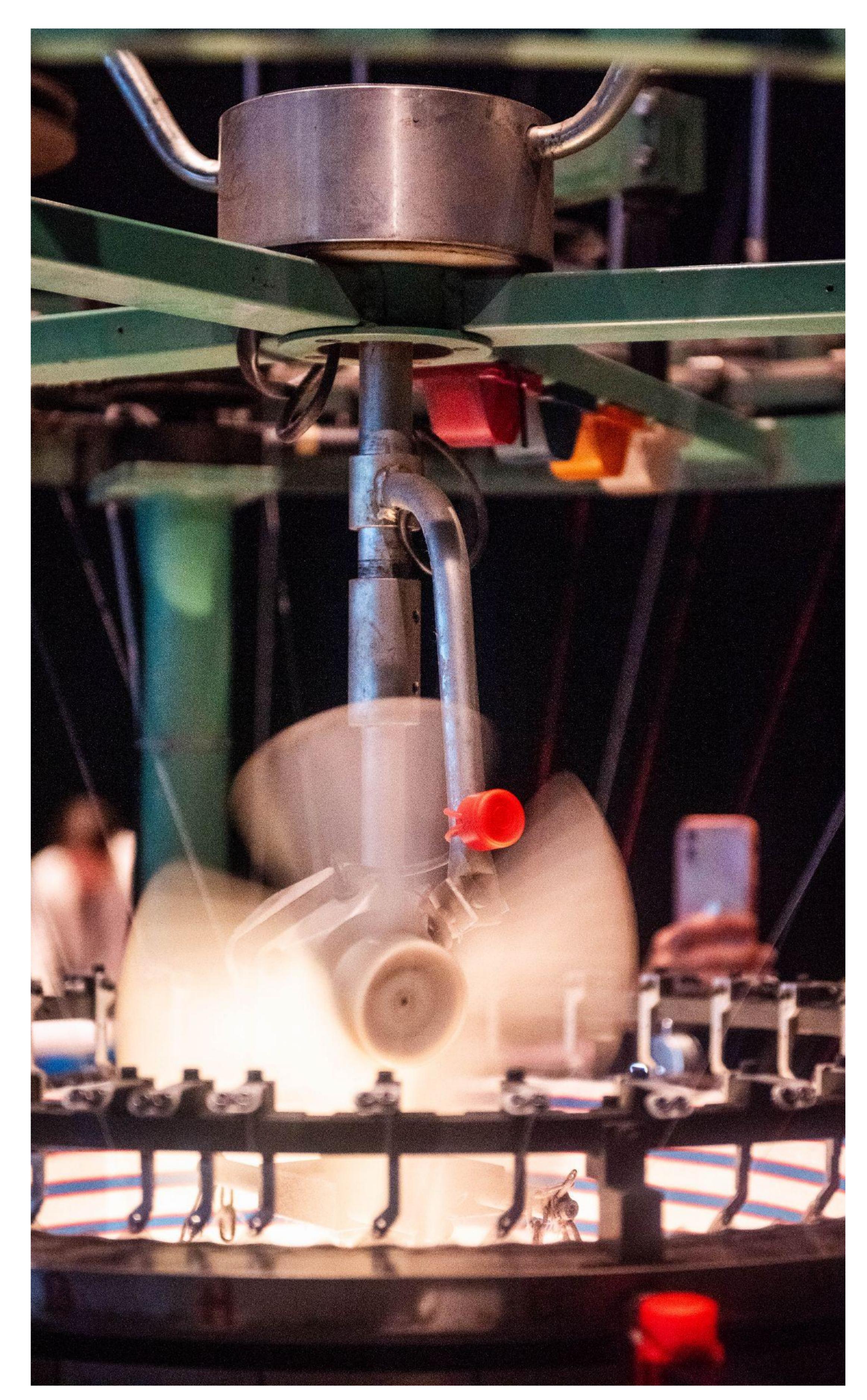
WSN DEVELOPS ITS SOURCING OFFER AND CREATES A BRAND NEW APPOINTMENT FOR UPSTREAM PLAYERS IN THE FASHION INDUSTRY

From Saturday 6 to Monday 8 September 2025, Paris will become the epicentre of the creative industries when Who's Next, Bijorhca and Interfilière Paris come together.

With more than 1,200 brands, suppliers and partners expected to attend and some 40,000 professionals present over the three days, the French capital is establishing itself as an international upstream and downstream creative hub, creating a unique fashion and design ecosystem.

Gathered together in Hall 1 of the Parc des Expositions at Porte de Versailles, these three major industry events offer an immersive experience centred on inspiration, synergy, innovation and encounters. The theme of this year's event is 'Where Summer Never Ends', an ode to infinite summer and solar creativity.

For the new season, WSN is inaugurating a new path dedicated to Sourcing and Solutions, deployed for the first time across the three shows in Hall 1. Designed for exhibiting brands and visitors alike, it provides easy access to the entire creative chain, from raw materials to finished products.





BUGIS MACHINE

From September 2025, Interfilière Paris will be a global fashion sourcing event, now including a ready-to-wear and accessories section.

For over sixty years, Interfilière Paris, at the heart of textile expertise and innovation, has been the benchmark international trade show for sourcing lingerie, swimwear and activewear. Held twice a year in Paris, this historic event is as popular with young emerging brands as it is with the major international luxury houses.

Today, the Sourcing & Solutions route creates a synergy that brings together the ecosystem of Interfilière Paris, the expertise of the suppliers present in the Elements area of Bijorhca, and the ready-to-wear and accessories expertise of Who's Next.

This synchronisation with Paris Market Week means that international brands can meet producers from the textile, leather, jewellery and accessories sectors, experts in transformation and finishing, specialists in responsible innovation and suppliers of packaging solutions, all in the same space.

Five specific market highlighted within the offer

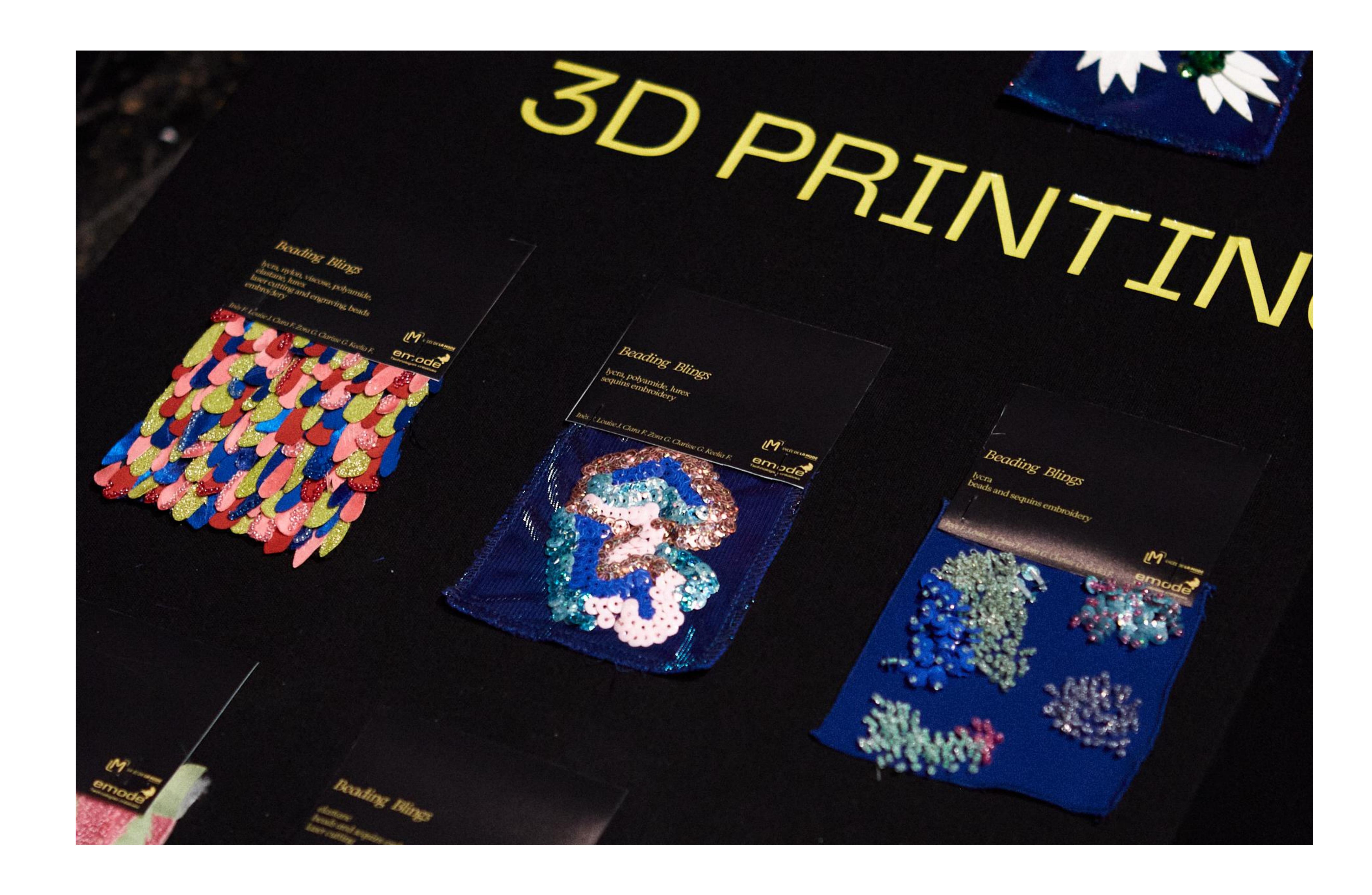
This new Sourcing route structures its offering around **five specific markets**: Clothing, Knitwear & Jersey, Lingerie and Underwear, Accessories & Leather, Jewellery, and Cross-Sectional Solutions.

This approach creates a comprehensive ecosystem of professions bringing together all the expertise required for creation and production, including Production & Manufacturers, Specialised Craftsmen, Finishing & Finishing, Components & Accessories and Sourcing.

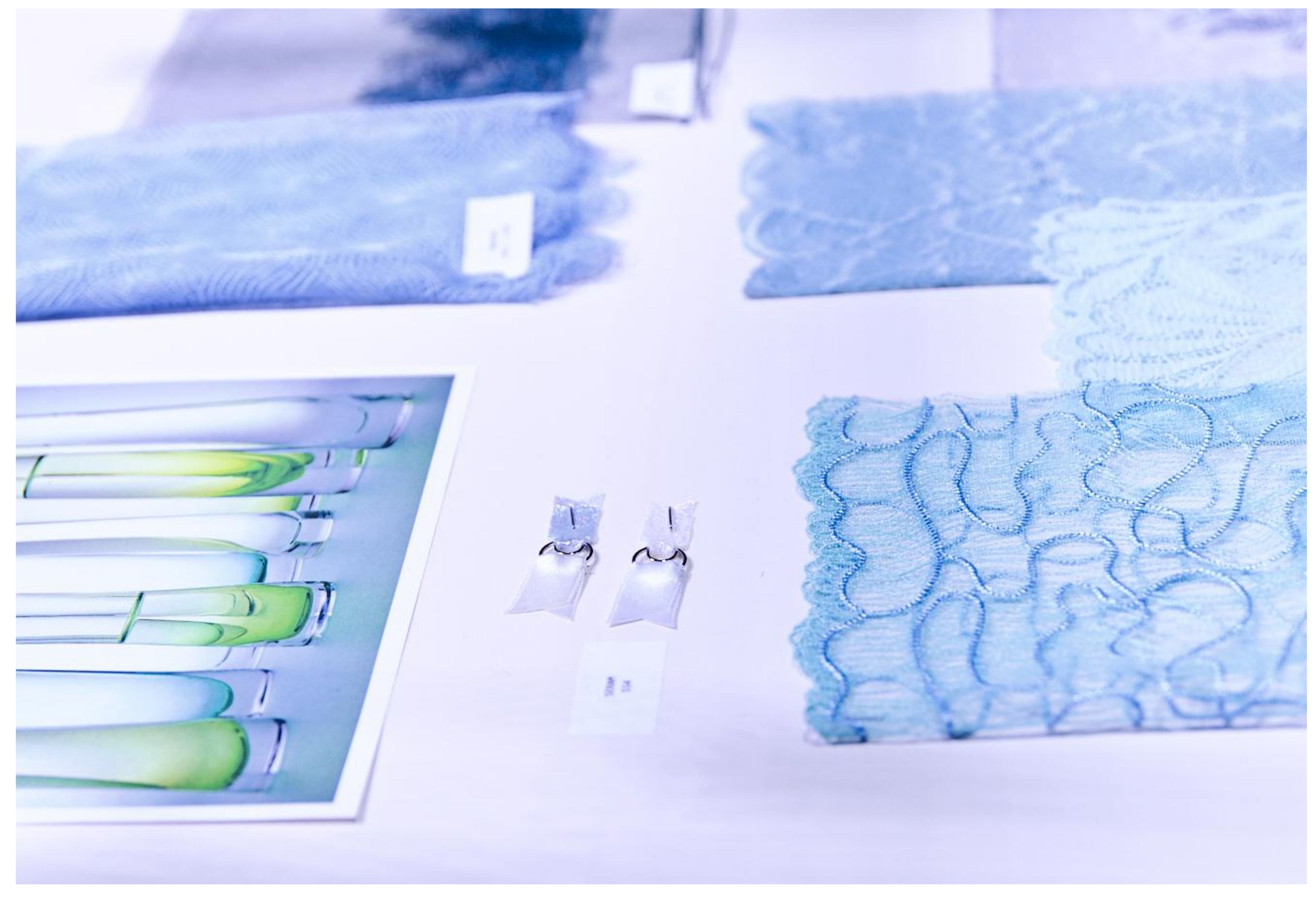
This new Sourcing route brings together all the solutions needed to develop and create collections. This innovative drive brings together cutting-edge materials, exceptional craftsmanship and responsible solutions, offering brands and designers a complete vision of creative and commercial possibilities in a single dedicated space, and creating huge production opportunities in a single inspirational location.

Interfilière Paris has now transcended its primary function and established itself as a creative crossroads for meetings and inspirations, and a trend forecaster for all players in the industry. With its demanding selection of excellent manufacturers, exceptional trades that perpetuate age-old traditions and innovative industries, the show brings together influential players in the Lingerie, Swimwear, Luxury & Sport markets.

The accessories sector also benefits from a special spotlight, bringing together tanners, producers of alternative leathers and the leading workshops in leather goods and clothing, manufacturers of technical components (elastics, underwiring, haberdashery, etc.) and craftsmen (embroiderers, dyers, finishers) who transform the material with passion. A space specifically devoted to innovation and trends enhances this offering, with textile design studios, style offices and emerging technological solutions.



The Creative Hub, the beating heart of this new approach



INTERFILIERE PARIS FORUM - JANUARY 2025

The Creative Hub, a unique laboratory of ideas, innovations and trends, offers immersive experiences dedicated to creation and exchange, with demonstrations of know-how enabling exhibitors to present their creation, design and manufacturing techniques live, and meetings between brands and manufacturers to imagine the collaborations of tomorrow.

This inspiring space offers a range of original tools where forward-looking vision meets concrete solutions to design the collections of tomorrow.

In partnership with the Comité Français de la Couleur (French Colour Committee), which has been researching colour for over 60 years in cross-disciplinary markets such as fashion and textiles, design and architecture, the plastic arts and cosmetics, the Creative Hub is now equipped with the new colour range for an immersive approach to this strategic tool for creative people.

The material library is designed as a hub of inspiration and a meeting place for stimulating and bringing creative projects to life. This comprehensive and attractive space for professionals showcases the rich and complementary ranges of all the exhibitors. A system of tables and bins has been specially designed to facilitate the handling of samples and the matching of materials. The aim is to provide a lively, sensory tool and a pragmatic database for turning today's projects into tomorrow's challenges.

The Galerie du Savoir-faire is a showcase for the techniques and know-how of the trades.

A rich and inspiring programme of conferences

The Sourcing experience continues with a rich and inspiring programme of conferences, workshops and forums. The conference area will be a privileged destination, encouraging reflection on new innovations, different industrial approaches, and colour and societal trends in bodywear...

On the agenda: Each day, one theme and three conferences led by experts.

Saturday 6 September: Innovations in Textiles and Manufacturing: local solutions.

Sunday 7 September: Colours, Ornamentation and Embellishment, crucial market drivers.

Monday 8 September: Bodywear trends & Adding value to the textile industry: waste, dormant stocks, excellence of the French offer.



Exhibitors to discover

In terms of adding value to the textile industry, two flagship initiatives bear witness to this move towards circularity: Feat Coop, the first textile cooperative dedicated to reusing industry surpluses, and **Zerow**, a digital platform that facilitates access to dormant stocks. These innovative solutions illustrate a desire to transform sourcing into a responsible, sustainable and agile act.

On the theme of Textiles and Manufacturing: local solutions, there will be a preview of two initiatives:

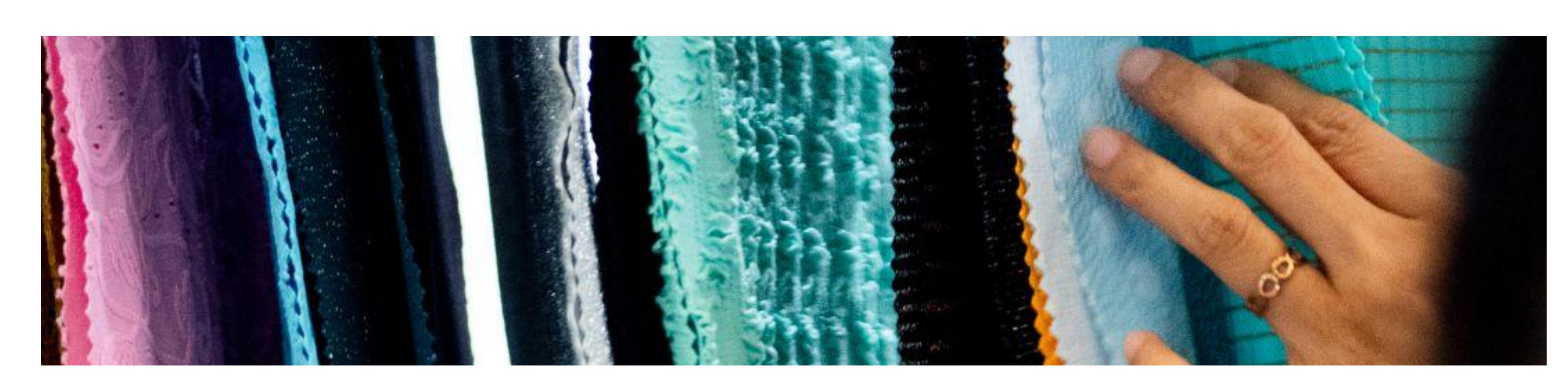
Un A unique new textile ecosystem for eco-responsible French manufacturing.

Bugis SAS, has established itself as a key upstream player in the French textile industry. Specialising in the design, development and manufacture of flexible knitted materials, the company has perfected production techniques for the textile and clothing sector. It stands out for its cutting-edge technical expertise and remarkable capacity for innovation, meeting the most demanding requirements of its customers in a constantly evolving market. Alongside Maille Verte Vosgienne, which specialises in technical fabrics, Bugis already forms a solid industrial base that will now be enhanced by Guigou and Sfate & Combier, enabling a strategic repositioning towards the luxury segment.

Guigou, a French company founded in 1826, is recognised worldwide for its expertise in silk, cashmere and wool, while Sfate & Combier, established in 1850, perpetuates the prestigious tradition of Lyon silk manufacturers with its high-quality lightweight and jacquard fabrics. This new group forms a unique ecosystem of entirely French manufacturing, guaranteeing perfect traceability and a low-carbon offering thanks to complete vertical integration, from the creation of collections to dyeing, via the rigorous selection of eco-responsible raw materials. This approach ensures total control over quality and optimum responsiveness to changes in the market, while promoting a short supply chain that makes a significant contribution to reducing the carbon footprint.

Sucessful relocation with ARHAS INTERNATIONAL

The Champigny-sur-Marne hatmaker is pursuing its strategy of industrial relocation. This SME has reduced its foreign production from 65% to less than 20% since the COVID outbreak. The company has invested in new production premises and relaunched its own Camalya brand, created in 1995. This eco-responsible brand now has showrooms in six European capitals and a network of 400 retailers. This diversification is in response to changes in the fashion sector and growing demand for local, responsible production. Arhas International is one of the ambassadors of the "Fabriqué en Val-de-Marne" programme.





The professional meeting place where tomorrow's fashion takes shape

By bringing together Who's Next, Bijorhca and Interfilière Paris in a single space, the WSN Group is offering an unprecedentedly coherent event. This September 2025 edition goes beyond the simple framework of a trade show to become a platform for activating change.

The event structures the entire textile and fashion value chain, from the sourcing of raw materials to the final distribution channels. This integrated approach offers each participant - buyers, designers, manufacturers, distributors and professionals looking for innovations - an optimised environment to develop their network, identify new opportunities and accelerate their growth.

Faced with structural changes in the sector, this proposal is based on a precise analysis of current issues and anticipates emerging trends, generating new commercial and creative synergies for all players in the industry.

Accreditation <u>here</u>
Exhibitor list <u>here</u>

About the WSN group whosnext.com

For over 35 years, we've 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 unite business and emotion.

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

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

We've also successfully launched new formats such as Matter & Shape and DRP.

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

The diversity of our entities is therefore a unique strength.

In Paris and abroad, throughout the year, every meeting, large and small, is a response to the diverse issues facing our customers and the market.

The evolution of the WSN group:

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

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