WSN

Business & Emotions.

WSN GROUP - PRESS RELEASE
6-8 SEPTEMBER 2025
PARIS, PORTE DE VERSAILLES

WHO'S NEXT
BIJORHCA
INTERFILIERE PARIS

Three days of vibrancy and contagious energy brought together Who's Next, Bijorhca and Interfilière Paris in a single momentum, creating a genuine driving force for the creative industries.

With nearly 130 countries represented, a qualified audience and strong order-taking, the atmosphere reflected a market in action – clear-eyed about the challenges, yet firmly oriented towards the future.

Two major launches marked a turning point: *Who's Next Home*, a first-ever immersion into the world of design and lifestyle, and the *Sourcing & Solutions* route, a new mapping of the creative chain.

Their success illustrates WSN's agility – its ability to innovate and provide professionals with new perspectives, bridging different worlds and opening up fresh avenues for development.

Fresh, clear and inspiring, this edition confirmed that WSN Group events are far more than trade shows: they are international gatherings where business, creativity and emotions intertwine to shape the trajectories of tomorrow.

"We have been coming for a long time, and this edition illustrates a clear step up in quality. The staging is magnificent, the layout clear: Who's Next confirms its role as an international reference."
— Mitsuyo Coste, Buyer, United Arrows

EXHIBITOR FOCUS
The strength of a unique gathering

1,300 brands and suppliers
62 nationalities represented

37% France / 63% International

- 43% Accessories
- 35% Ready-to-Wear
- 18% Sourcing
- 4% Design & Lifestyle

WHO'S NEXT:
- 935 brands
- 37% new exhibitors

BIJORHCA:
- 182 brands and suppliers
- 37% new exhibitors

SOURCING & SOLUTIONS ROUTE:
220 exhibitors
- 183 suppliers from Interfilière Paris
- 37 from Bijorhca Elements
- 28% new exhibitors

30 masterclasses and conferences
3 exhibitions
2 forums
1 exhibition hall

“A trade show that catapulted us forward: sales in more than ten countries and a warm atmosphere that already makes us want to come back on a bigger scale.”

— Love Lab, Bijorhca

“This edition opened unexpected horizons: genuine international reach, immediate orders and promising pre-selections for what comes next.”

— Humility, Ready-to-Wear

“Who’s Next keeps transforming positively. This time, we experienced our best edition ever: fruitful exchanges, tangible enthusiasm and exceptional visibility.”

— Vanessa Baroni, Jewellery

“We rediscovered a trade show in full vitality: smooth organisation, quality meetings and an international clientele present in force. A memorable edition.”

— Red Legend, Ready-to-Wear

“For me, Who’s Next has been a given since my beginnings. This year, I didn’t have a single quiet moment: constant visitors, unprecedented export opportunities and new strategic connections, even in the United States.”

— One Tee, Ready-to-Wear

“First participation, first results: a warm welcome, numerous contacts and a solid foundation for developing our presence in France.”

— Organic Basic, Athleisure

VISITOR FOCUS
Sustained growth

As in previous September editions, the trade shows confirm **steady growth** in visitor numbers with a **3% augmentation,** driven by strategic partnerships with **Ankorstore** (300,000 retailers) and the integration of **PagesMode** (25,636 listed shops) into the WSN Group.s

ENGAGED, QUALIFIED VISITORS

- **50% French – 50% international,** with 133 countries represented.
- Top 5 foreign countries: I**taly, Spain, Belgium, Germany, United Kingdom.**
- Strong return of **long-haul visitors**, notably from the **United States, Japan, the Middle East and China.**
- **23% new visitors,** strengthening the appeal of the trade shows.

VISITOR PROFILES

- **Retailers and concept stores** form the core of the audience.
- Diversity of channels represented by **manufacturers, wholesalers, importers, artisans and e-commerce players.**
- **Specialist consultants** reinforce the role of the trade shows as hubs for monitoring trends and innovation.

ROLES

- More than half of visitors hold **decision-making, purchasing or general management positions,** underlining the strategic importance of the event.
- **Creative and commercial** profiles complement the balance between **sourcing, creation and distribution**.

Visitor interest by trade show

→**68% WHO'S NEXT** (including 2% WHO'S NEXT HOME)
→**24% BIJORHCA**
→**8% INTERFILIÈRE PARIS**

"An especially successful edition, with inspiring staging, a pleasant VIP area and booths that truly won me over. For me, Who's Next remains the go-to place for all trends."
— Emilie Champault, Buyer, Galeries Lafayette

MUJA JUMA

PASQUA STYLE

NATIF

Focus by show

Who's Next: the wholesale destination

- Nearly **50% retailers and concept stores**, confirming its central role in fashion retail.
- More than **6 out of 10 visitors linked to purchasing**, making it an unmissable ordering event.
- **23% new visitors**, proof of market traction and renewal.

Bijorhca: the showcase for jewellery

- Attendance rose by **+8%** compared to September 2024.
- The visitor base was driven by **41% retailers and 24% artisans,** reflecting the sector's creative vitality.
- More than **20% were first-time visitors**, a sign of a market in expansion.

Interfilière Paris: creative and international

- **66% international visitors**, confirming its global reach.
- **30% new visitors**, mainly specialised and influential profiles.
- A strong creative imprint, with **28% coming from design and styling professions**.

Hybridising models: the key to growth for the creative industries

In the creative industries – fashion, jewellery, accessories, lifestyle – one fact is clear: to manage cash flow and accelerate development, brands must learn to combine their channels.

In France, there are already more than 700 DNVBs* (digitally native vertical brands), born online and built on the direct-to-consumer model. This approach has proven its value but quickly reaches its limits. To grow, these brands can turn to wholesale – a network of over 14,000 French multi-brand retailers*, a historic and borderless channel for fashion, still the backbone of global distribution.

Conversely, traditional brands know that owning a network of standalone shops has become too heavy an investment for independents. Their development now depends on digital tools – e-commerce, data, CRM, influence – while relying on wholesale to secure volumes and visibility.

ABCENCE

In this reshaped landscape, the WSN Group is building a unique ecosystem. Much more than a trade show organiser, it now unites all the growth drivers for brands. Its international events – Who's Next, Bijorhca, Interfilière Paris – remain the preferred entry point for buyers and multi-brand networks.

But WSN has also recently expanded into strategic digital solutions with the acquisition of *Fashop*, which centralises and qualifies French wholesale market data to give brands a clear view of their potential and help them steer their strategy, and with its stake in *Ankorstore*, which simplifies transactions by directly connecting brands with a European retailer network under streamlined purchasing conditions.

Whether digital-native or traditional, emerging or established, independent brands find in WSN tailored support for every trajectory. Those who combine trade shows with digital solutions secure a winning equation: blending the power of in-person encounters with the efficiency of digital, giving themselves the means for sustainable, profitable growth.

*Sources: DNVB Barometer 2023 (BNG & Payplug); Fashop Study 2025.*2025.*

Three worlds, one shared vision

Under the theme *Where Summer Never Ends*, the 2025 edition brought together three events, each representing its creative industry in full – its codes, its players and its ecosystem. **Who's Next** confirmed itself as the international meeting place for fashion and retail. **Bijorhca** reinforced its role as the benchmark for jewellery and watchmaking. **Interfilière Paris** established itself as the global platform for sourcing and textile innovation.

By uniting these universes, WSN creates a coherent vision of the creative industries. Each event goes beyond its specialisation to become a broader reflection of its sector, while contributing to a collective momentum. What makes WSN unique is its ability to orchestrate bold, rigorous selections designed as quality markers for buyers worldwide.

"I really enjoyed the experiences offered in the beauty section. This edition feels fresh and full of great discoveries, with a particular favourite for Duralex."

— Sophie Léonard, Buyer, Printemps

LRNCE

Who's Next showcased a selection of brands and experiences, highlighted by the launch of Who's Next Home, symbolising the evolution of retail towards hybridisation and lifestyle. Bijorhca explored the emotional and sensory dimensions of jewellery with the theme *Aura*, enriched by the Brilliant space, a setting for fine jewellery, precious pieces and watchmaking, supported by Francéclat. Interfilière Paris expanded its scope, integrating ready-to-wear, accessories and innovative solutions, with the support of the Fédération de la Maille, de la Lingerie & du Balnéaire, to meet the global expectations of the industry.

FORUM CREATIVE HUB

PÜP

YAZINE

MOU

Two Future-defining launches

The 2025 edition was marked by two major initiatives that open new horizons for both brands and buyers.

Who's Next Home made its debut as an immersive space dedicated to interiors and design, conceived as a natural extension of retail's shift towards hybridisation and lifestyle. The launch was punctuated by *Intramuros'* 40th anniversary, celebrated as a symbol of avant-garde design with a special exhibition and a memorable evening. Who's Next Home positioned itself as a place of discovery and inspiration, where emerging brands and established players met buyers in search of cross-sector innovations.

"The presentation of the brands was really great – a well-placed, highly visible space. A very positive outcome for this launch."
— Duralex, Who's Next Home

SABRE

This edition also inaugurated the **Sourcing & Solutions** route, designed to make professionals' searches easier and connect the entire creative chain, from raw materials to finished products. By bringing together the expertise of Interfilière Paris, the skills of Bijorhca Elements and the textile and accessories know-how of Who's Next, this new route mapped the whole creative process. At its core, the Creative Hub gathered innovations and craftsmanship, showing how sourcing – once considered merely technical – has become a genuine driver of differentiation and value creation.

"Who's Next was a remarkable edition for us. The Camalya booth, at the heart of the Bags and Shoes area, enjoyed great success and confirmed the growing interest in our creations. With Arhas International, which we presented for the first time as a manufacturer, we had the opportunity to build numerous high-quality contacts, from French luxury houses to emerging brands and retail chains. All praised our CSR commitment and the exemplary traceability of our materials, which are now key assets in the development of our hats and bags."

— Arif Hiridjee, Founder of Camalya and Arhas International

With these two launches, WSN expands the field of possibilities for independent brands, weaving new bridges between retail, design, sourcing and innovation.

Business & Emotions: experience as a creative driver

A trade show is no longer just a marketplace. In the creative industries, it must be a destination where business, emotions and culture converge. This conviction is what makes every WSN event unique – able to create lasting memories in the fleeting moment and to sustainably fuel the imagination of exhibitors and buyers alike.

SOULIERS MARTINEZ

The **Creative Hub** brought together a materials library, craftsmanship demonstrations and colour focuses, becoming a laboratory of ideas at the heart of the show. **Who's Next Lab** continued this dynamic by exploring emerging forms of creation: 3D printing with **Blanca Martin Hernandez,** generative AI and 3D modelling with **CDamslab,** bio-inspired materials and experimental design with **Reflexlab** and **Mikera**. These innovative and concrete initiatives, curated by WSN, guided brands and buyers towards the future of creation.

Experiences were further enriched with inspiring cultural formats: **Pages Mode** at the Fame bar, the Who's Next Home boutique with the support of **Ankorstore**, and the celebration of ***Intramuros'* 40th anniversary,** elevated by an immersive café-gallery and unique exhibition. Responsible fashion was anchored through **IMPACT & Neonyt Paris**, which mobilised for this edition around ocean preservation with **Act! With Surfrider**.

Finally, the **WSN Academy** added a strategic dimension in co-construction with the **Fédération Française du Prêt-à-Porter Féminin**, with conferences, masterclasses and expert meetings, where the involvement of **Fashop** and digital partners left a strong mark. The whole programme was backed by a robust ecosystem of institutional and professional partners: **Francéclat, Comité Français de la Couleur, FNH, BOCI, the Fédération de la Maille, de la Lingerie & du Balnéaire**, and many more.

More than a place for transactions, WSN has thus established itself as a catalyst for inspiration – an international destination where creativity, innovation and emotions intertwine to shape the future of the industries.

SAVE THE DATE

Who’s Next, Bijorhca, Salon International de la Lingerie and Interfilière Paris,
17 - 19 January 2026,
Paris - Porte de Versailles

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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.