PRESS RELEASE
PARIS, JULY 3, 2025

WHO'S NEXT – BIJORHCA – INTERFILIÈRE PARIS

6 to 8 September 2025 - Paris, Porte de Versailles, Hall 1

WHERE SUMMER NEVER ENDS: A NEW YEAR UNDER THE CREATIVE SUN

From Saturday 6 to Monday 8 September 2025, Paris will become the epicentre of the creative industries with the joint staging of Who's Next, Bijorhca and Interfilière Paris. Together in the same hall at the Parc des Expositions at Porte de Versailles, these three major trade events will provide an immersive, fluid and strategic experience centred on inspiration, innovation and networking. A true marker of the new season for fashion professionals, this unmissable gathering inaugurates the season by setting the tone for the trends to come. The theme of this year's event is ‘Where Summer Never Ends’, an ode to infinite summer and solar creativity.

In a vibrant, sunny atmosphere, visitors are plunged into a dazzling universe where colours and shapes come to life. The scenographic constructions, designed to sublimate the theme of summer, will host the pop and acid collections of designer Laurent Badier, whose translucent acrylic glass furniture will dress several key areas of the hall. This sensory setting, complemented by a selection of visual and tactile experiences, will invite visitors to enter a joyful, colourful and never-ending universe, a mirror of fashion in constant turmoil.

With more than 1,200 brands, suppliers and partners expected to attend and some 40,000 professionals present over three days, this triptych is a unique platform for exchanges, discoveries and business. It provides a comprehensive overview of the creative value chain, from sourcing to distribution, and reaffirms Paris as the world capital of the fashion and creative industries.

BOBO CHOSES X ÖLEND

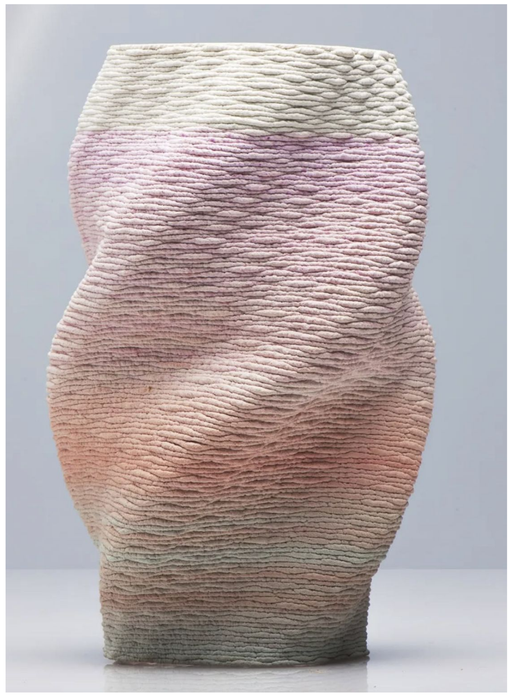
WHO'S NEXT: ALL THE FASHION, ALL THE FUTURES

This September, Who's Next will once again establish itself as the world's leading fashion show. With an ambitious programme, a richer offering and bold propositions, it embodies this vision of fashion on the move, open to innovation, connected to market expectations and full of meaning. A key pillar of the industry, Who's Next has been shaping the international fashion scene for more than three decades, accompanying changes in the sector and revealing the trends of tomorrow.

One of the highlights of this year's show is the launch of the **Who's Next Lab**. Conceived as an immersive hub at the crossroads of fashion, tech and design, this space brings together young talent, designers, 3.0 artisans and innovative structures to explore new forms of production and creation.

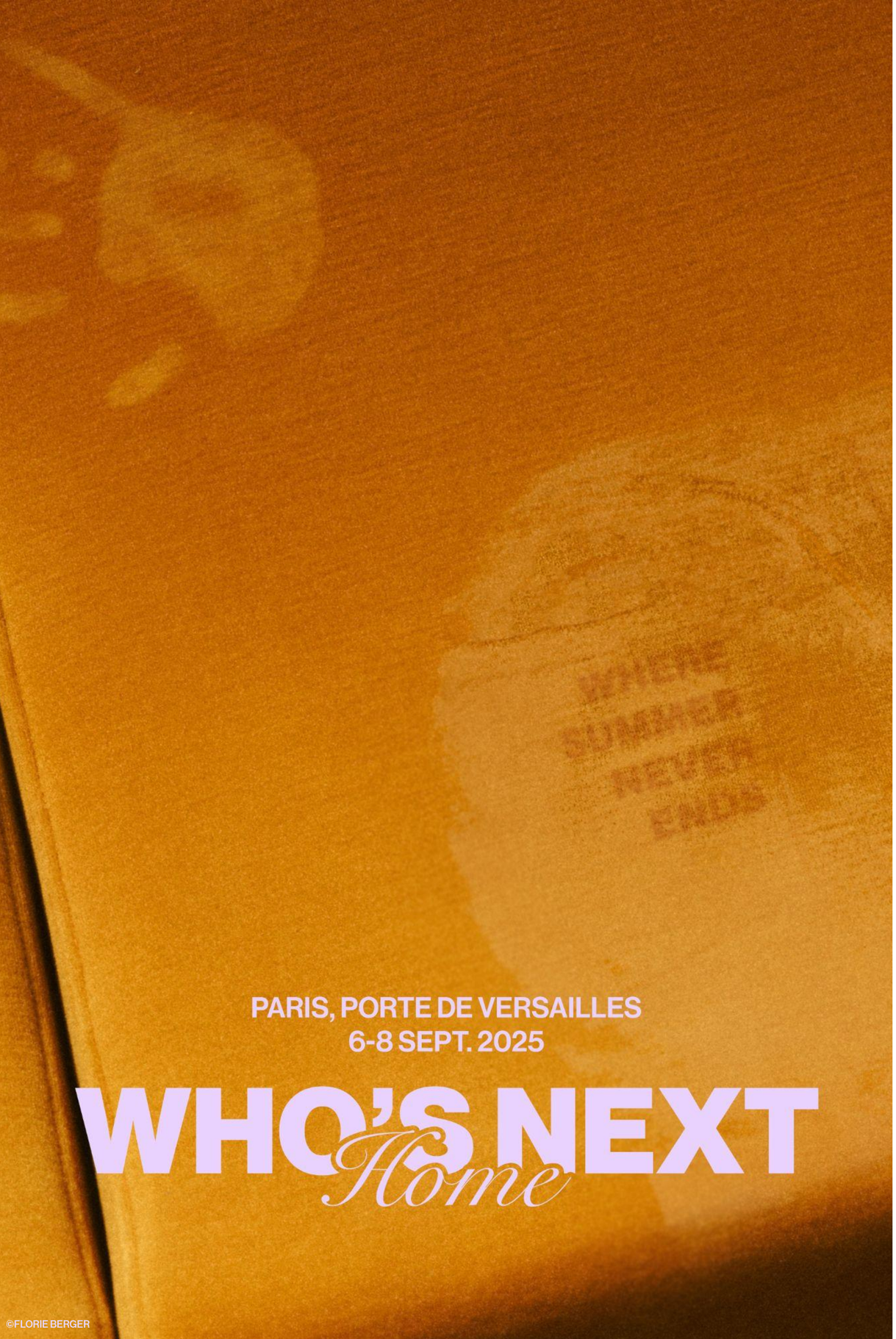
Visitors can discover the explorations of Blanca Martin Hernandez, with her demonstrations of 3D printing applied to a collection of clothes, or those of INCXNNUE, a French accessories brand that combines silicone and textile printing. The duo Reflexlab and Mikera will be adding a hand-crafted, sensory dimension with their live-printed ceramic objects, accompanied by a bio-inspired material library.

MIKERA



REFLEXLAB

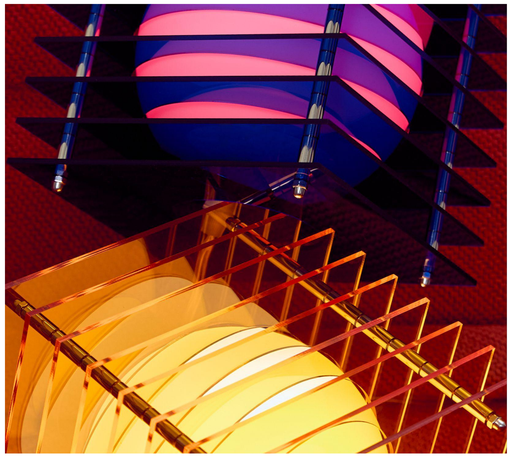
INCXNNUE



©FLORIE BERGER

The show is also breaking new ground by presenting **Who's Next Home** for the first time, a new space designed as an immersive shop-in-shop, where some fifty brands and studios are reinventing the codes of interior design. From furniture and home accessories to lifestyle items, each piece is conceived as an aesthetic statement that complements the world of fashion. Through a sensitive and daring scenography, Who's Next Home reflects the new dynamics of retail, between the hybridisation of places, the upgrading of objects and the demand for storytelling. Intramuros magazine will be celebrating its 40th anniversary in a hybrid space, a cross between a café, a meeting place and a retrospective exhibition. An ephemeral boutique will feature a selection of cutting-edge items.

MANU MATTERS


BÀNG

LÉONOR BERREHAR

SABRE

Ankorstore, WSN's digital partner, will also be present at Who's Next Home with a special activation designed to promote the new dynamics of independent retail. Europe's leading BtoB marketplace, Ankorstore connects a community of more than 300,000 retailers and 30,000 brands in nearly 30 countries, covering a wide range of categories including homeware, delicatessen, beauty, fashion and accessories. For this year's edition, it will be offering an exclusive range of lifestyle items selected to inspire buyers looking for new and distinctive products, and to reinforce their own unique identity in-store.

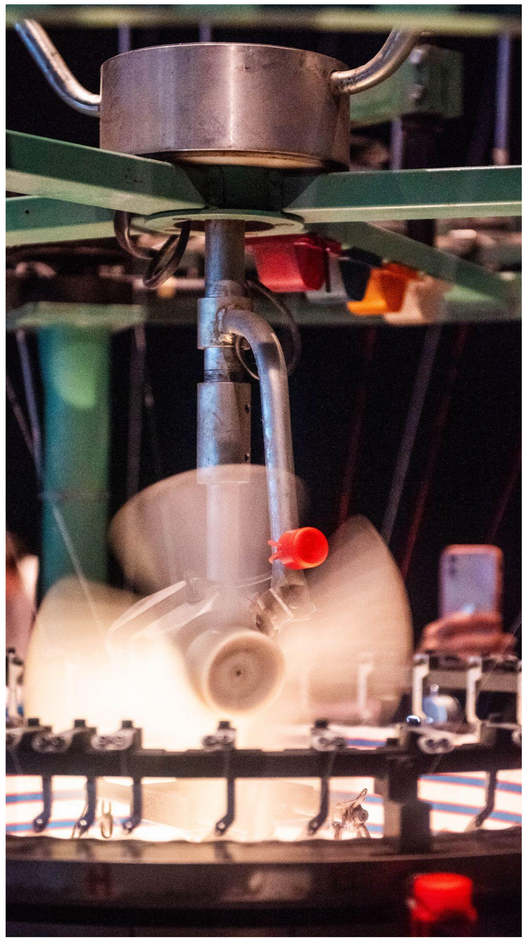
LRNCE

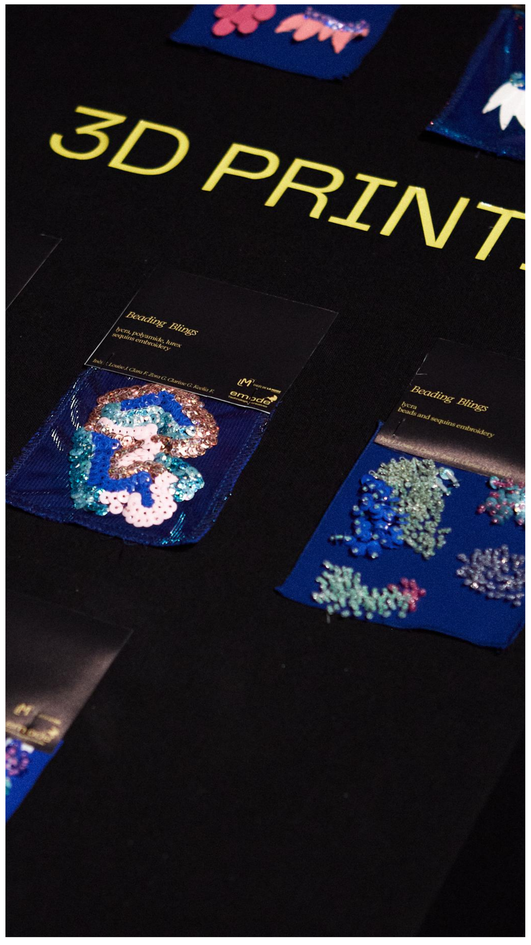
FLÂNER

TRAGA

Last but not least, this year's show will see the inauguration of **a new sourcing and solutions track**, which will be deployed for the first time across all three shows in Hall 1. Designed for exhibiting brands and visitors alike, it provides seamless access to the entire creative chain, from raw materials to finished products. This structured itinerary covers 5 major markets: apparel, knitwear and jersey, lingerie and underwear, accessories and leather, and jewellery, and 4 business categories: production and sourcing, manufacturers and craftsmen, ennoblement and finishing, components and accessories.

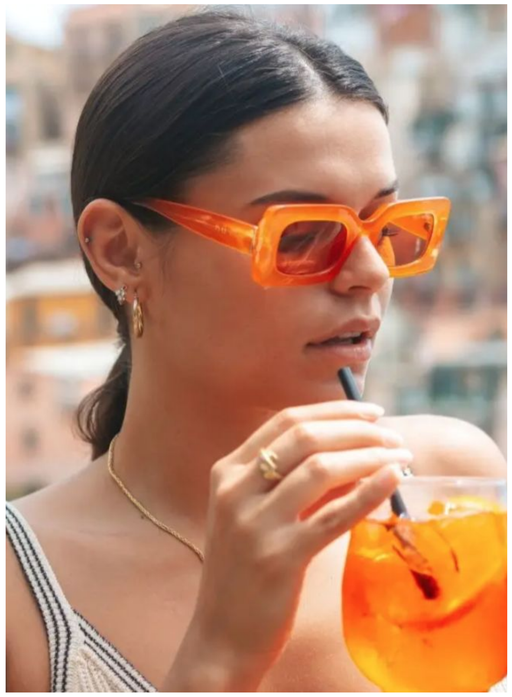
It brings together the expertise of Interfilière Paris, suppliers to Bijorhca's Elements section, and now also that of Who's Next ready-to-wear and accessories. Enhanced by a Creative Hub, a unique exploration centre, Interfilière Paris will also feature a trends forum, and themed conferences on textile innovations, environmental issues and changes in the sector. Demonstrations of expertise, face-to-face meetings between brands and manufacturers, a materials library, five inspiration hubs and an enhanced visitor's guide complete this itinerary designed to maximise opportunities.





Who's Next has established itself as the essential fashion destination for boutiques looking for creative, unique and inspiring new products. Each season, the show team selects brands with a strong statement, an assertive style and an ability to create in-store interest. Ready-to-wear, accessories, beauty and lifestyle are represented in all their forms, with particular attention paid to the story each piece tells.

Exclusive collaborations, which have become a real business driver between brands, embody this creative momentum: La Nouvelle x Ginette NY, Hipanema x Cacatoes, Bobo Choses x Olend, and La Coque Française x Atelier Paulin. The result is a range of unique objects designed to appeal to buyers in search of something special.



IYU DESIGN

COCOON PARIS

DR BLOOM

AGUA DE COCO

The range is also packed with striking summer collections: sunny prints from Ellastiek, or Be Sunset, the espadrille revisited in all its forms at Escadrille, or the transformist accessory by Pimp Up, which turns a pair of shoes into thigh-high boots. The Brazilian brand Agua De Coco, a benchmark in top-of-the-range swimwear, also makes its debut at the show.

The Curve Paris sector, present only in the summer edition, returns with a cutting-edge selection dedicated to the resort, beachwear and lingerie markets. This is where midsummer trends really come into their own.

ELLASTIEK

PIMP UP

KARIMA ONE OF KIND

ESCADRILLE

The **Brut Icon** area, a recurring stylistic rendez-vous at the show, this time explores the Sunset Glow trend: an assertive and joyful femininity, where pearls, rhinestones, flowing silk and jewelled accessories add a subtle sparkle to the silhouette. Jolia bags, Plissé ready-to-wear, Bamboleira jewellery and Hair Drama hair accessories will all be on show at Brut Icon.

Finally, emerging creativity will be celebrated through the exhibition of the four winners of the grand final of the **Concours de mode de l'Étudiant**, invited to imagine the spring-summer collection of... 2074. It's a bold projection into the future, reflecting Who's Next's role as an incubator for new visions.

ANABAUM

JOLIA

HAIR DRAMA

In the same forward-looking dynamic, **IMPACT and NEONYT Paris** has established itself as the beating heart of responsible fashion at Who's Next. Driven by a desire to transform the industry in a sustainable and mutually supportive way, this year's space is focusing on the preservation of the oceans.

IMPACT AND NEONYT PARIS

Through a committed scenography, a selection of ethical brands and a dense programme of conferences and podcasts, IMPACT and NEONYT Paris are raising visitors' awareness of environmental challenges. The September 2025 edition marks a strong partnership with the organisation "Act! With Surfrider", an organisation that actively mobilises businesses and citizens in support of marine conservation.

Inspirational speakers will include the Fédération de la Mode Circulaire, Hugo Salama with his podcast ‘La Seconde Vintage’, and researcher Dana Zhaxylykova. The forum will also welcome pioneering brands such as Got Bag, which transforms ocean plastic waste into sustainable backpacks. This responsible journey is also an opportunity for visitors to discover committed brands all along the show's aisles, such as Komodo, Panafrica, W.O.P, Moea, Rainkiss and Rivedroite Paris, all of which will be displaying the IMPACT and NEONYT Paris logo on their stands. More than just a space, IMPACT and NEONYT Paris is an experience in its own right, showcasing fashion that is in tune with everyone's challenges.

GOT BAG

INTERFILIÈRE PARIS: AT THE HEART OF KNOW-HOW AND TEXTILE INNOVATION

For over sixty years, Interfilière Paris has been the leading 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 major international labels.

The September 2025 edition reinforces its central position by diversifying its offer, with a marked opening towards the fashion and accessories segments. Interfilière Paris is now more than just a trade show: it is a strategic space where industry professionals can meet, find inspiration and anticipate future trends. This positioning is reinforced by the constant showcasing of exceptional expertise and cutting-edge textile innovations, whether in the form of new eco-responsible materials, manufacturing processes or concrete solutions to promote sustainability.

This diversity is embodied in a demanding selection of textile, technical and craft skills. From thread to finish, Interfilière Paris brings together suppliers of innovative raw materials - lace, knitwear, silks, recycled or technical textiles - alongside garment makers specialising in assembly, knitting or welding. The world of accessories is also in the spotlight, with tanners, suppliers of alternative leathers and workshops specialising in leather goods and ready-to-wear. Visitors will also discover manufacturers of technical supplies (elastics, cups, buttons, etc.) and exceptional craftsmen - embroiderers, dyers, finishers - who shape the material with sensitivity. A space dedicated to innovation and trends completes this panorama, with textile design studios, style offices and technological innovations.

At the heart of this dynamic, visitors will find a selection of international suppliers specialising in technical, natural and sustainable materials. These key partners are responding to the new demands of an ever-changing market, where quality, transparency and innovation have become the cornerstones of competitiveness. Two flagship initiatives illustrate this move towards circularity: Feat Coop, the first textile cooperative dedicated to recycling industrial 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.

BUGIS

The Interfilière Paris experience continues with a packed and inspiring **programme** of conferences, workshops and forums. The conference space becomes a destination in its own right, providing an opportunity to reflect on the new sociological perspectives of bodywear, technological advances in the sector and professional production tools.

By forging a natural and strategic link with Who's Next exhibitors, Interfilière Paris enriches the overall value chain offered by WSN.

It provides designers and brands with the keys to controlled, technical and ethical production, in line with the expectations of a market in search of meaning and responsibility.

BIJORHCA: THE ART OF JEWELLERY, BETWEEN EMOTION AND KNOW-HOW

Since its creation in 1930, **Bijorhca** has been the only trade show in France dedicated exclusively to the world of jewellery, watches and precious accessories. Organised by the WSN group for BOCI, the show has established itself as the rallying point for craftsmen, designers, historic houses and new talent in the industry.

The September 2025 edition has a central theme: '**AURA**'. A sensitive exploration of what cannot be seen but can be felt, surrounding the jewel like an emotional, spiritual or symbolic halo. Jewellery is no longer simply an accessory, but a confidant, a talisman, a witness to the intimate. Through a programme of ambitious conferences, Bijorhca questions the profound meaning of jewellery, its impact on our well-being, its role in generational transmission, and even its place in a society concerned with balance and authenticity.

Blandine Bert, an energy coach with a large community following, will be talking about jewellery as a vibratory relay. Rachel Marouani, former president of FRED and founder of Talisman By, will share her vision of jewellery as an object of transformation and power. The programme also covers artistic dimensions and contemporary creation by personalities who see their pieces as intimate works of art.

Bijorhca is also an essential **business** venue. The range of jewellery collections is vast and rigorously selected: precious jewellery, top-of-the-range costume jewellery, watches, contemporary goldsmiths and signature accessories. Established brands such as Belle Mais Pas Que, By Garance, Canyon and Crezus rub shoulders with promising newcomers such as Cécile Boccara, who will be presenting an exclusive collaboration with Philippe Ferrandis. Each universe has been designed to highlight the uniqueness of the products on offer and to enhance the opportunities for prescribing.

KALLIOPE

The **Brilliant area**, dedicated to haute joaillerie and exceptional watchmaking, showcases the most refined skills and the most demanding creative approaches. It is here that jewellery takes on the air of an artistic manifesto, combining precision of gesture, aesthetic research and rare materials. FungFitz, Maison Valois Varden, My First Diamond, Julia Biatova, Philia, Cliché and Yulikka unveil daring pieces designed to stand the test of time. A space where contemplation becomes a professional opportunity, in an elegant and inspiring setting.

At the same time, the Elements area brings together the best suppliers in the industry: technical components, stones, primers, chains, displays, packaging and service innovations. Recognised names such as Arcostal, Laval 1878, Gori Gems, Chq Gmbh uu Schmuckbasar help brands find solid partners for their next collections. This area is a key stage in the show's sourcing itinerary, with a direct link to the issues addressed in the other sectors of the hall.

PHILIA

SCHAEFER & COMPANIONS

YULIKKA

WSN ACADEMY: SHARED EXPERTISE

Present throughout Hall 1, the **WSN Academy** returns for this September's show with a strengthened programme designed to meet visitors' needs as closely as possible. True to its **mission of providing support**, the Academy will be offering practical educational content aimed at retailers, exhibiting brands and project initiators alike.

Highlights include inspiring conferences led by industry experts, as well as short formats - masterclasses and talks - designed to deliver operational and immediately applicable learning. Visitors will also be able to book one-to-one meetings with fashion and retail specialists selected from the Ecosystème de la Mode database by the Fédération Française du Prêt-à-Porter Féminin.

Of particular note this season will be the arrival of **Fashop** and **PagesMode**, and Boutique2Mode's presentation of its survey on ‘How diversification and differentiation boost shop profitability’, a crucial theme at a time when buying behaviour is changing and points of sale are being transformed.

THE PROFESSIONAL MEETING WHERE THE FASHION OF TOMORROW IS DESIGNED

By bringing together Who's Next, Bijorhca and Interfilière Paris in a single space, the WSN Group is offering an event with unprecedented coherence. This September 2025 edition goes beyond the simple framework of a trade show to become a platform for activating change. It links all the stages of creation: from material to object, from idea to distribution.

Every visitor - whether a buyer, designer, manufacturer, distributor or professional looking for new solutions - will find an ecosystem designed to support and inspire them, and help their business grow. Against a backdrop of far-reaching market changes, the show's offering is rooted in reality, responding to contemporary challenges and opening up new commercial and creative prospects.

From 6 to 8 September 2025, Paris is the place to be: where summer never ends, fashion continues to reinvent itself.

INFORMATIONS PRATIQUES

Dates: 6-8 september 2025
Opening hours: Saturday-Sunday | Monday 9am-6pm
Venue: Paris Expo Porte de Versailles – Hall 1
Access: Metro line 12, T2/T3a, Bus 80

Press accreditation: Press accreditation
List of exhibitors: List of brands

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.

Press Contact

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Un événement réinventé : nouvelle sélection, nouvelle vision

Premiere Classe amorce un renouveau avec une sélection de marques retravaillée pour répondre aux attentes des acheteurs internationaux, avides de découvertes, de nouveautés et de savoir-faire. Scène exclusive de la Fashion Week, le salon s’engage dans une posture militante et éditoriale, mettant en avant l’âme créatrice de ses exposants. Nouveaux talents tels que Abcense et Bunon rejoignent les rangs de créateurs phares des tuileries que sont Maison Fabre, Mature ha. et Laïte Works.

AENEIS

BUNON

ABCENCE

SOULIERS MARTINEZ

Pour ce grand retour au Jardin des Tuileries, le parcours débute du côté du Louvre avec une tente mettant en avant l’alliance du cuir et du savoir-faire, à travers des créations de chaussures et de maroquinerie.

Sous la tente Tuileries de Premiere Classe, la mode se transforme en véritable objet design, grâce à des collaborations exclusives comme celle de CAHU x UMA OBJECTS, le verre précieux de PetiteA, les souliers-objets de United Nude ou encore la collection Keane NY.

CAHU

UNITED NUDE

KEANE NY

PHILIPPE ZORZETTO

SOULIERS MARTINEZ

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La scène émergente, tant française qu'internationale, sera également à l'honneur dans l'espace **Brut Icon** avec des marques telles que Leclisse, Carlotta Cahis, Kiska Lab, ainsi que Kitesy Martin Studio et Mossi, lauréats des Grands Prix de la création de la Ville de Paris.

KITESY MARTIN STUDIO
(Prix Accessoires bijoux de la Ville de Paris)

MOSSI
(Prix Engagement mode de la Ville de Paris)

CARLOTA CAHIS

LECLISSE

KISKA LAB

Des partenaires de choix pour une expérience enrichie

Au sein d’une exposition mode à l’entrée du salon, Premiere Classe présentera les lauréats mode et accessoires du 39e **Festival international de mode, de photographie et d’accessoires, Hyères** avec notamment les créations de Dolev Elron, Grand Prix du Jury Première Vision ; Camille Combremont, Mention spéciale du jury Accessoires ; Chiyang Duan, Grand Prix du Jury Accessoires ; Gaëlle Lang Halloo, Prix Mode du public de la ville d’Hyères ; Logan Monroe Goff, Prix de la collection éco-responsable Mercedes-Benz ;
Maria Nava, Prix Accessoires du public de la ville d’Hyères.

Notre partenaire Au-delà du Cuir (**ADC**) incubateur des marques françaises d’accessoires de Mode qui a accompagné plus de 100 marques depuis 2012, présentera sur un espace collectif ses lauréats :
13.09 SR – 10.03.53 – Alterskin – Belledonne – Bonastre – Caulaincourt – Domestique – Fane – Larfeuille –
Léo et Violette – Malfroid – Meeko – Mi/Mai – Philippe Zorzetto – Socque – Souliers Martinez – Vent de Voyage.

L’espace Loud, en partenariat avec **Metal Magazine** et Rinse FM, proposera des conférences captivantes portant sur le processus créatif, l’intemporalité d’un accessoire, son approche artisanale ou encore les enjeux de l’upcycling… renforçant la dimension culturelle et éditoriale de l’événement.

FANE (LAURÉAT ADC)

Matter and Shape 2025, célébration de la créativité internationale, de l’artisanat et du design avant-gardiste

Les visiteurs de Premiere Classe pourront également explorer le salon MATTER and SHAPE, pour sa deuxième édition au Jardin des Tuileries. Cette année, le salon élargit son espace à 5 000 m² et réunira plus de 50 exposants internationaux, alliant designers établis et talents émergents dans les domaines du design industriel, de la mode, de l’architecture et des arts décoratifs, dans une scénographie signée Willo Perron. En s’inspirant du centenaire de l’Exposition Internationale des Arts Décoratifs et Industriels Modernes de 1925, l’événement explore le dialogue entre tradition et innovation. Parmi les temps forts de cette édition, le programme Jil Sander Design Talks et un restaurant pop-up signé We Are Ona offriront des expériences uniques.

Pour tous les acteurs de la mode et du design, Premiere Classe, avec son approche sélective et sa curation audacieuse, réaffirme sa place comme un rendez-vous incontournable de la Paris Fashion Week.

Rendez-vous du vendredi 7 au lundi 10 mars 2025 au Jardin des Tuileries à Paris

Horaires : vendredi - dimanche : 9h30-19h, lundi : 9h30-18h

Accréditez-vous ici
Liste des designers ici

Contact Presse

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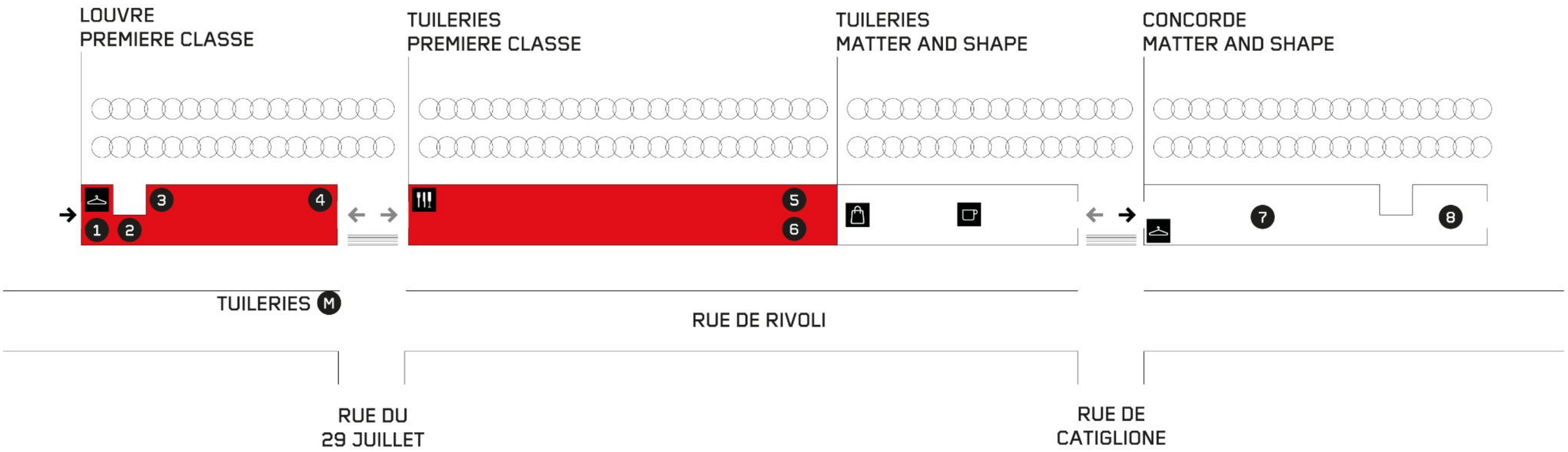
Map



- PREMIERE CLASSE
- MATTER AND SHAPE
- ENTRÉE PRINCIPALE / MAIN ENTRANCE
- ENTRÉE SECONDAIRE / SECONDARY ENTRANCE
- VESTIAIRE / CLOCKROOM
- RESTAURATION / CATERING
- BOUTIQUE / SHOP (MATTER AND SHAPE)
- CAFÉ / COFFEE SHOP (MATTER AND SHAPE)
- M METRO

1. ACCUEIL PREMIERE CLASSE
2. EXPOSITION LAURÉATS MODE ET ACCESSOIRES DU 39E FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES, HYÈRES
3. LOUNGE
4. SHOWROOM ADC
5. BRUT ICON
6. LOUD
7. TALKS (MATTER AND SHAPE)
8. WE ARE ONA (MATTER AND SHAPE)

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.

Press Contact

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