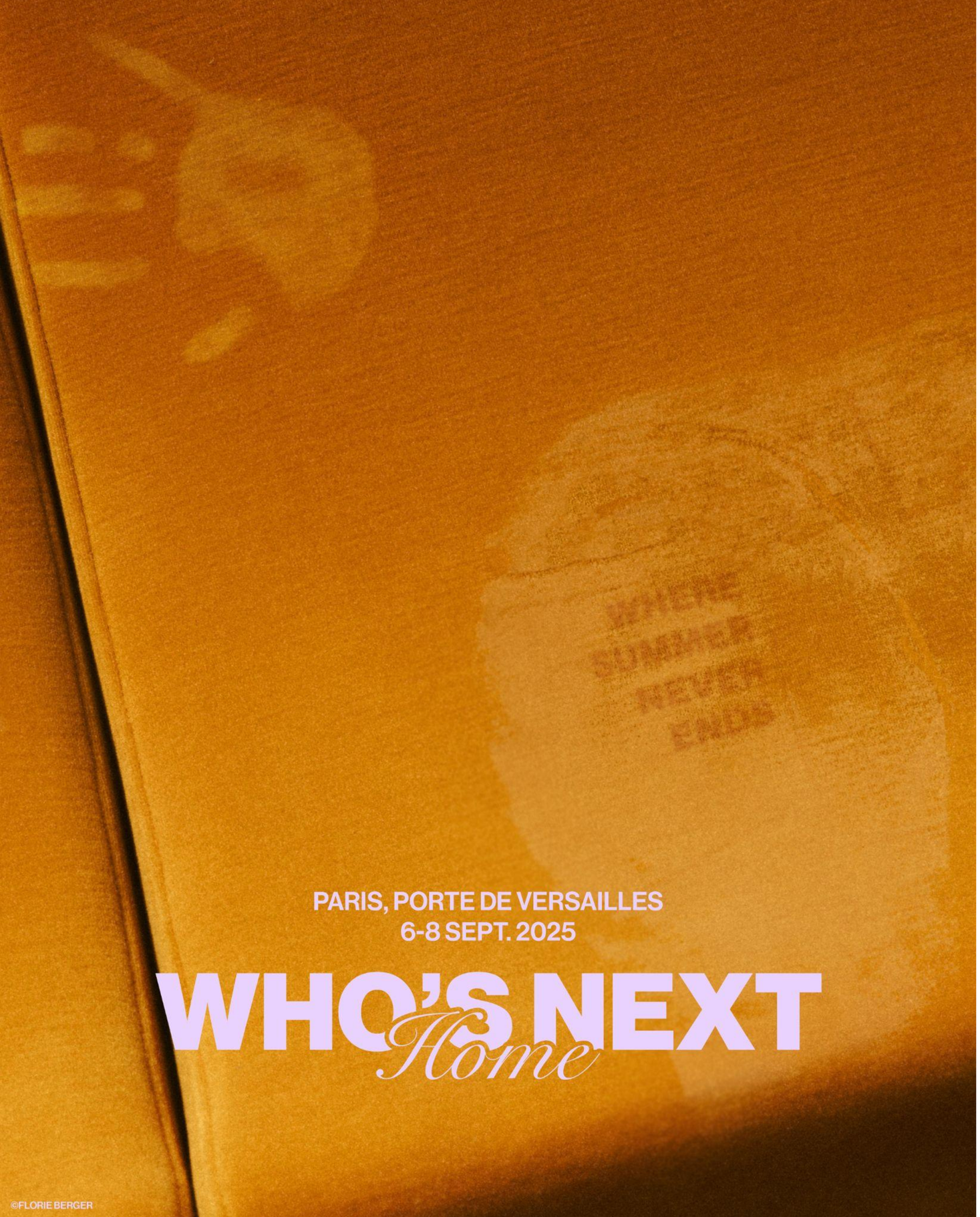


WSN : A creative scene in motion

For over 30 years, Who's Next has been more than just a trade show. It's a dynamic platform, a place of expression and a trendsetter. Each edition embodies WSN's mission to offer bold, human, and visionary experiences. At the crossroads of fashion, design, lifestyle, and culture, the show brings together designers, brands, buyers, and the curious around a common driver: creativity.

Constantly evolving, WSN has established itself as a key player in the European creative ecosystem, with a clear ambition: to connect talents, inspire markets, and support their transformations. From two events ten years ago to twelve annual gatherings today, the group has expanded its formats to meet the expectations of a rapidly changing sector. Fashion, accessories, beauty, design, digital solutions: each event is designed as an open stage, conducive to encounters, exchanges, and innovation.

In this spirit, WHO'S NEXT HOME was born in 2025, a new sector conceived as a natural extension of the show's DNA.

WHO’S NEXT HOME : When the Home Becomes a Field of Expression

From September 6 to 8, 2025, at Porte de Versailles in Paris, Who’s Next will unveil a brand-new space: WHO’S NEXT HOME, fully dedicated to home creations. In an immersive shop-in-shop format, this new creative scene will host around fifty brands and studios reshaping interior design. Among them: **BANG, FLANER, LAURENT BADIER, LÉONOR BERREHAR, LES PENSIONNAIRES, MANU MATTERS, NINETYONENINETYTWO, PAPIER AND CO, SABRE PARIS, STEAMERY, TO:FROM, TRAGA, VALLEBELLE**, and many more.

Designed by Romain Costa and Adam Molina of Studio Costa Molinos, WHO’S NEXT HOME reflects an already unfolding reality: stores are transforming, buyers are exploring new hybrid formats—concept stores, lifestyle spaces, multi-universe pop-ups. Home objects are no longer merely functional: they embody a vision, tell a story, and express a lifestyle.

With WHO’S NEXT HOME, WSN offers an immersive journey into a sensitive, artisanal, and committed aesthetic. Each selected piece is considered an artistic gesture, a manifesto. It’s a living stage where design meets storytelling, and objects become narratives. A café, a boutique, an immersive scenography: everything is in place to make this new space a source of inspiration at the heart of one of Europe’s major professional events.

Five Questions for Frédéric Maus, CEO of WSN, and Matthieu Pinet, Director of MATTER and SHAPE and Who’s Next Home

FRÉDÉRIC MAUS

MATTHIEU PINET

Frédéric Maus, what was the motivation and ambition behind the creation of Who’s Next Home?

Frédéric Maus: Over the years, and more recently in particular, we've observed a growing influence and convergence between fashion and design. This intersection, while already visible in the decorative lines of many luxury brands, reflects a broader trend: a creative process increasingly similar across industries, driven by the freedom and inventiveness found in fashion.

This is no longer a hunch—it’s a clear trend. Retail is evolving, as are consumer expectations. Thus, it felt natural to create a space that brings together all these creative industries: fashion, beauty, design, and decoration.

Remember, in 2019, the beauty sector entered Who’s Next. In 2025, it’s time for design and decoration—a logical evolution, though always in the Who’s Next spirit.

How would you define the "Who’s Next spirit"?

FM: First and foremost, it’s a fashion-forward perspective—fashion has been at the core of our identity for over 30 years. Then, it’s all about curation. It’s not just about adding a new category to our offering, but about introducing a unique, new proposal with a bold vision.

Matthieu Pinet, you lead the curation of Who's Next Home. What's your ambition?

Matthieu Pinet: Curation has always been a distinctive feature of Who's Next. With Who's Next Home, our goal is to deliver the best of each design product category. We've assembled a dedicated team to select brands and products aligned with our vision—our vision of creativity, novelty, and beauty.
It's a meticulous and demanding task, but it allows us to provide a unique experience for our visitors, steering clear of fleeting trends and ephemeral objects. Our mission is simple yet complex: find the brand that brings the most value and innovation to each product category, while telling a story, an idea, and a craft.

We review the entire market—tableware, lighting, small objects, stationery—without setting limits. The search can be long and complex, but we believe that for every need, there's at least one brand offering something unique and new. That's what curation is: searching, uncovering, understanding—while maintaining our fashion-driven cultural identity.

This link with fashion—does it lie in the intent, or is it rooted in the creative process?

MP: It's a dynamic, a global approach that influences all aspects of a brand's expression—its identity, communication, and manifesto. But above all, the creative process must be at the core of their offering. The idea, the thought, and its application must be central.

FM: Because we are idea-hunters, concept-seekers, innovation scouts. Ultimately, we work in service of retailers. We act as facilitators, seeking new product types that offer concrete solutions to help stores grow.
We're seeing more and more multibrand retailers looking to diversify their offerings by incorporating products from the home, beauty, and lifestyle sectors to attract and retain customers looking for meaningful experiences.

At Who's Next, we see ourselves as responsible players—supporting retailers in adapting and thriving in a changing market. The acquisition of Fashop, a digital solution to help brands with prospecting and drive foot traffic to stores, is a clear example of this support mission.

As a curator, is it hard to say “no” to a brand eager to exhibit at Who’s Next?

FM: We always justify our decisions. It’s not about judging whether a brand is good or not. But we must present our (now 50% international) audience with the most desirable products—those most likely to succeed. That’s our promise and responsibility.

When a brand isn’t selected, we explain why and suggest ways they might better reach their targets—and potentially join our offering later on.

Everything is interconnected: as we help retailers grow through curated offerings, we also contribute—on our scale—to improving the quality, innovation, and sincerity of the products available to them.

SODA STUDIO via ULULE x WHO’S NEXT

Sharp, offbeat, and innovative brands joining Who’s Next Home.

BANG — Objects for living, objects with meaning Established in 2021, Bằng is a Vietnamese furniture and lighting brand marrying innovation and artisanal excellence. Using local techniques and materials, all items are made in a 5,000 sqm factory with agile studios and over twenty machines. "Bằng" means "made by/from" in Vietnamese—a philosophy behind every piece, designed for durability and joy in living spaces.

FLÂNER — From hands to light A French brand of sculptural, hand-made candles inviting reconnection with the essential. Made in Paris using beeswax, plant-based pigments, and natural methods, each piece is inspired by architecture, art, and travel, offering sensory experiences that highlight the space without harming the environment.

LAURENT BADIER — Radical minimalism, subtle light Founded in 2018, Laurent Badier sees furniture as a balance between material, light, and space. Combining artistic intent and technical precision, the pieces are minimalist yet striking. Materials like acrylic glass, metal, and tinted resins become light sources, shaping and structuring space with elegance and breathability. Targeted toward those seeking distinctive, non-imposing interior pieces.

FLANER

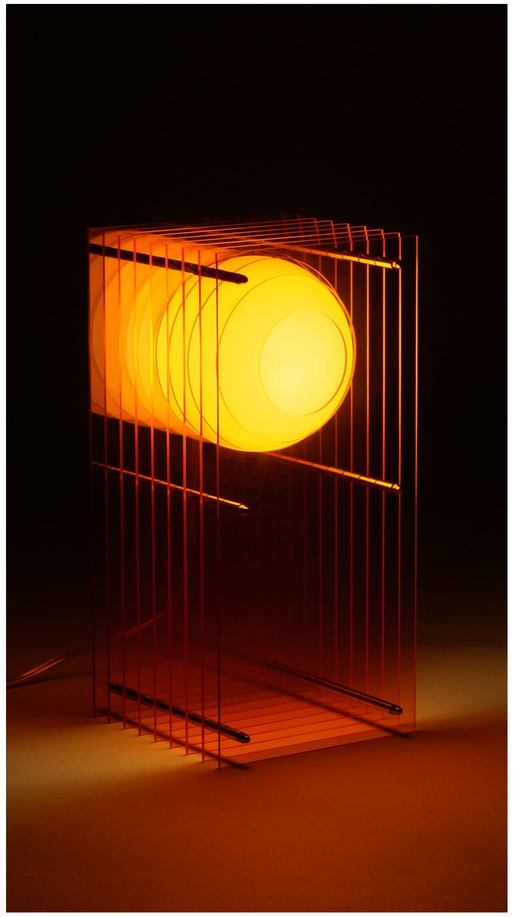
LÉONOR BERREHAR

PAPIER & CO

TO:FROM

LÉONOR BERREHAR — Freestyle tableware Based in Brooklyn, this French designer fuses ceramics, textiles, and dining culture. Handcrafted porcelain and stoneware pieces pair with table linens in playful, harmonious compositions. Each collection is a puzzle—a living ecosystem enriching the table experience.

NINETYONENINETYTWO



BANG

LAURENT BADIER

VALEBELLE

APOTHECA

STEAMERY

MANU MATTERS — The soul of matter

Based in Stockholm, the MANU studio is reinventing our relationship with objects through a sculptural collection crafted locally in micro-factories from recovered, recycled or upcycled materials.

Each piece is the result of a slow process — ten hours of manufacturing — and a deep respect for the material. In line with the Japanese philosophy that lends a soul to objects, MANU designs its creations as companions to be adopted, not products to be consumed. The Folded Plastic collection, the brand's first appearance in Sweden, transforms ordinary plastic into tactile objects with exaggerated geometric edges. The next step is to replicate this model of local, artisanal production in the United States, manufacturing as close as possible to those who adopt the products.

91-92 — 3D printing and recycled plastic: the new generation of design

91-92 (“ninetyoneninetytwo”) is rethinking design through the potential of 3D printing and smart recycling. Using 3D printing, it designs customised interior objects from recycled plastic with one ambition: to combine desirability and responsibility. Based in the heart of Copenhagen, 91-92 designs and produces each piece locally, on demand, in the same place. The process, which uses no water and produces no surplus, enables rapid, waste-free manufacturing. Some pieces take less than two hours to print. The studio has collaborated with iconic brands such as Ganni, RAINS and Wood Wood, while pursuing a broader goal: to demonstrate that 3D printing can reinvent the way we produce, in a more local, agile and sustainable way.

PAPIER AND CO. — Moments of life to print

At Papier and Co., every creation is a story to be printed. Lise Mailman designs vibrant and expressive stationery, crafted to celebrate life's special moments: a wedding, a birth, a new beginning. Announcements, posters, cards or decorative items — each piece is designed to be a link between emotion and design. Her graphic universe, both modern and bold, combines vibrant colours, elegant typography and inspired compositions. Here, nothing is standard: each project is born from an encounter, attentive listening, and a desire to translate a moment into an image.

APOTHECA PARIS — The fragrant elegance of French savoir-faire

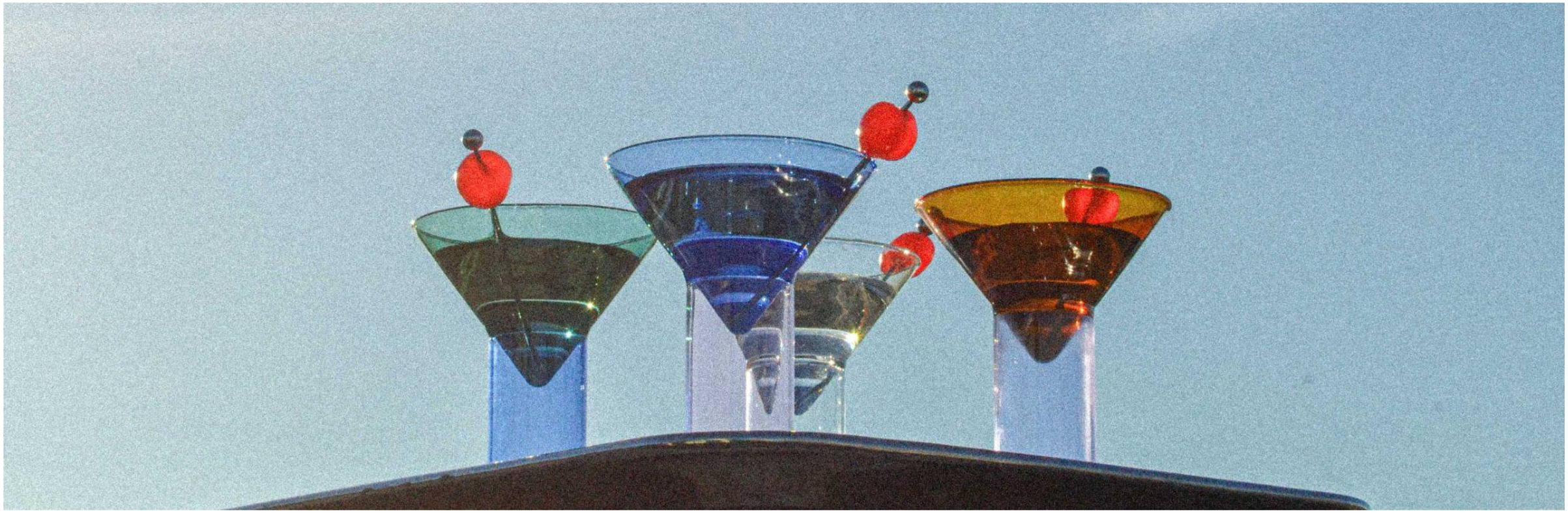
Founded by Rodolphe Borgniet, a creative mind from the world of interior design, Apotheca Paris embodies the alliance of French chic and the olfactory traditions of Grasse. Its soaps, candles, diffusers, and home fragrances are crafted in France using ancestral techniques: scented vegetable wax poured in the pure tradition of master chandlers, cotton wicks fixed by hand, and fragrances composed like true perfumes. Since 2009, under the *made in paris* label, Borgniet has created singular scents and collaborated with prestigious institutions such as the Château de Versailles and luxury hotels. In 2015, he launched Apotheca, an intimate and experimental collection where each fragrance reflects his creative impulses. Today, the house is preparing to expand its universe with decorative accessories, further affirming its vision of an inspiring and refined art of living.

STEAMERY — Scandinavian minimalism for everyday life

Steamery reinvents garment care with efficient and elegant tools. Inspired by Scandinavian minimalism, the brand combines innovation and design to revive textiles, extend the life of garments and enhance every silhouette with simplicity. Steamers, fabric shavers, and fabric care products: every Steamery item is designed as an everyday essential, as beautiful as it is useful, for a more sustainable — and stylish — clothing routine.

TO:FROM — Candles that smell like sunshine

Founded in Barcelona in 2017, to:from designs handmade candles made from soy wax and beeswax, inspired by nature, travel and the Mediterranean way of life. Handcrafted in its workshop-boutique in the Gràcia district, its creations celebrate colour, free forms and sunny scents. Joyful and daring, the brand has built a loyal community by collaborating with numerous artists and designers. It is now distributed in more than 500 outlets worldwide.



SABRE PARIS — Unapologetic elegance in tableware

Since its inception in 1993, Sabre Paris has been breathing new life into tableware. Gone are the days of rigid conventions and pompous traditions: the brand champions a free, joyful and elegant vision of everyday dining. Its colourful, characterful collections express a style, a mood, almost a manifesto. Sabre Paris modernises the art of cutlery with flair. The pieces are perfect for any table, from breakfast to dinner, transforming every meal into a moment of shared pleasure. Tableware designed to be beautiful, functional and, above all, lively. Because luxury can be light-hearted and everyday life a discreet celebration, Sabre Paris continues, alone and with conviction, to redefine the codes of conviviality.

TRAGA — Beauty without impact

Based in Milan, TRAGA specialises in glassware and designs multifunctional tableware that boldly reimagines everyday gestures. Among its iconic creations, dual-purpose glasses illustrate a radical approach to design: hybrid pieces that are both functional and expressive, designed to adapt to a new way of living. The name TRAGA, which means ‘to leave a mark’, sums up the brand's intention: to create objects that leave a lasting impression without increasing their ecological footprint. All products are designed with full recyclability in mind, from the glass to the packaging. From its showroom-studio in Milan, TRAGA is rolling out its vision in carefully selected locations in New York, Los Angeles, Melbourne, Dubai and elsewhere.

VALLEBELLE — Perfume as a living memory

Founded in 2014 in Saint-Jean-de-Luz, VALLEBELLE offers colourful and sensitive home fragrances inspired by the Basque Country's art of living and memories as a common thread. Mists, candles and diffusers are handmade from noble raw materials, in keeping with the traditions of Grasse. The brand also develops tailor-made olfactory identities for living spaces and exceptional venues. Committed to a responsible approach, VALLEBELLE favours recyclable materials and limits its packaging. All its creations are cruelty-free and comply with European standards.

MANU MATTERS

SABRE

NOMA STUDIO – Sculptural candles and artisanal expertise

Based in Bavaria, NOMA Studio is a young German brand specialising in sculptural candles with minimalist designs inspired by Scandinavian style. Handcrafted in their own workshop, each piece is cast in 100% natural rapeseed wax: a plant-based, local and renewable material. Vegan, fragrance-free and additive-free, these artistically shaped candles – bows, silhouettes, busts – are true decorative objects. Promoting sustainable production and craftsmanship, NOMA Studio embodies a contemporary and sustainable approach to the art of living.

NOMA STUDIO

BRUN DE VIAN-TIRAN

PAPIER TIGRE – Creative, local and cheerful stationery

Since 2012, Papier Tigre has been reinventing stationery in its Parisian workshop in the 10th arrondissement. With its notebooks, planners and accessories featuring graphic designs, the brand combines boldness, sustainability and local manufacturing. Each piece is designed in-house and produced on site using recycled paper and responsible materials. This integrated model allows for creative freedom and sustainable production. With its visual universe and sense of collaboration, the brand appeals to those who want to organise their daily lives without sacrificing colour. With an international presence, it embodies a new generation of French stationery.

BRUN DE VIAN-TIRAN – An exceptional manufacturer in the heart of Provence

Founded during the First Empire in L'Isle-sur-la-Sorgue, the Brun de Vian-Tiran factory has embodied the excellence of French textile expertise for eight generations. Awarded the prestigious PFV Prize in 2023, it continues a tradition of innovation in the use of fine materials. The company selects the finest wools in the world – merino, alpaca, cashmere, mohair, etc. – with a particular focus on Merino d'Arles farms. The entire manufacturing process is carried out locally, in workshops classified as Remarkable Heritage Sites. Each piece reflects a responsible luxury that is available in over a thousand boutiques. The manufacturer offers year-round tours of its boutique and its Sensory Museum of Noble Fibres.

PAPIER TIGRE

GRIMAUD, MASTER MANUFACTURER OF PLAYING CARDS – The captivating game

Founded in Paris in 1848, Grimaud is France's oldest playing card manufacturer. Baptiste Paul Grimaud revolutionised the industry by combining aesthetics with technical innovations (rounded corners, opacity, double-sided figures). Paul Marteau, his heir, redefined the Tarot de Marseille. These important milestones earned the brand recognition at World's Fairs for its artistic creations. Today, it prints card games and divination decks in Paris with refined designs that combine heritage and modernity, as evidenced by the reissue of the Louis XV deck with the BnF.

LRNCE – The art of living in poetry

Created in Marrakesh in 2015 by Laurence Leenaert and Ayoub Boualam, LRNCE is a design brand that promotes Moroccan craftsmanship and a free and timeless aesthetic. Ceramics, textiles, furniture and clothing are handmade by local artisans. Each piece, based on an original design, reflects a unique, poetic and colourful visual language. Produced outside of seasonal cycles, the brand revisits Moroccan traditions with a modern twist, combining contemporary creation with ancestral know-how.

LES PENSIONNAIRES – Home linens with timeless charm

Since 2018, Les Pensionnaires has been creating refined home linens, crafted from high-end fabrics with delicate finishes. Bed linen, kitchen linen and accessories are distinguished by exclusive prints, a subtle colour palette and signature gold embroidery. Inspired by places steeped in history – Villa Medici, Comédie-Française, boarding houses – the brand evokes sharing and the collective imagination. Each piece is carefully crafted in Portugal, in keeping with European textile expertise.

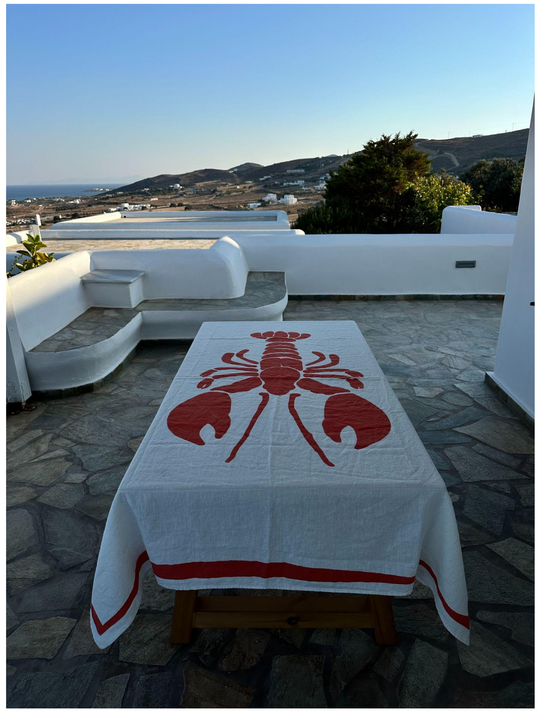
GRIMAUD

LRNCE

LES PENSIONNAIRES

RHEA KALO

JORCERAMICS


LOVEM

RHEA KALO – The art of enhancing everyday life

This creative design studio based in Athens transforms everyday objects into unique, sensory experiences. Each piece in its collection – from tableware to candles, textiles to homewear – is handcrafted, combining contemporary aesthetics with traditional craftsmanship. Brushes and needles leave their own unique mark, making each creation truly one of a kind. These pieces bring warmth, originality and poetry to any interior, while remaining functional. Rhea Kalo celebrates the art of living beautifully, down to the smallest details of everyday life.

JORCERAMICS – The poetry of gesture and material

This collection of contemporary ceramics was designed by Jordina Ferrando in her grandfather's old workshop in Banyoles, Catalonia. There, she handcrafts sculptural and functional pieces imbued with simplicity and a connection to the Mediterranean world. Her work explores the balance between artistic expression and practicality, with organic shapes and a raw aesthetic. Her method, coil building, creates free-form, sensitive pieces. She collaborates with Spanish galleries and the brand Sessùn, and also creates bespoke pieces for design and architecture projects.

LOVEM – Joy woven into every creation

This Swiss lifestyle brand brings joy and poetry to everyday life through unique fashion and decorative accessories. Born from the creative impulse of Muriel Raimann – who has been passionate about painting, pottery and jewellery making since childhood – the brand began with a simple handmade piece of jewellery, a glasses cord, shared among friends. In 2024, the brand took a new turn with a more assertive identity. Each piece is designed to be a touch of light, a sparkle in an interior or an outfit, crafted with care, ethics and sustainability. More than a brand, LOVEM is an invitation to creativity, optimism and the beauty of simple things, signed with love...

OPINEL – The art of sustainable simplicity since 1890

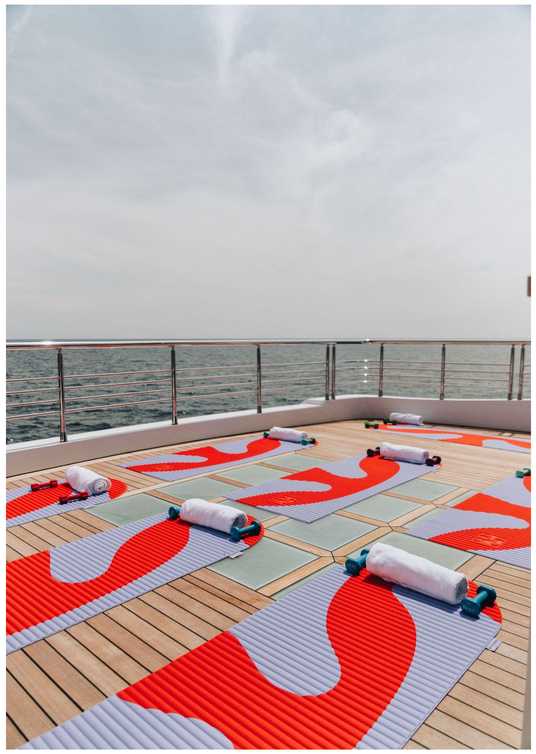
For over 130 years, Opinel has been designing and manufacturing simple, functional and durable objects in Savoie, designed to last and be passed on. A symbol of utilitarian design that has become iconic, the Opinel knife embodies the elegance of functionality, in a spirit of sharing and transmission. Recognised by the Victoria & Albert Museum as one of the 100 most beautiful objects in the world, Opinel has established itself as a popular icon that has become a cult favourite, faithful to a French art of living that spans generations. An independent family business, the brand champions local, responsible and committed production. Its collections – kitchen, table, garden, outdoor and children's – combine cutlery expertise, sustainable or recycled materials, short supply chains and innovation.

CHABI CHIC – Moroccan craftsmanship revisited with audacity

Chabi Chic celebrates Morocco's artisanal heritage by infusing it with a contemporary aesthetic. At the crossroads of Eastern traditions and current trends, the brand reinvents the codes of ancestral craftsmanship with high standards.

OPINEL

CHABI CHIC


HERCULE STUDIO

Each collection is inspired by a story rooted in Moroccan culture, enhanced with a modern touch. From shaping the clay to applying the 12-carat gold signature, it can take up to 15 days to create a piece. Thanks to optimised production, the brand combines efficiency and quality, with a capacity of up to 20,000 pieces per month.

HERCULE STUDIO – When sport becomes a French way of life

Founded in 2023 by two former elite athletes, Hercule Studio designs sports equipment that combines design, emotion and high standards. At the intersection of sport and lifestyle, its creations encourage movement while re-enchanting everyday life. Guided by the conviction that ‘beauty does good’, the brand has developed a collection conceived as a manifesto of neuro-aesthetics: rugs with architectural lines, accessories inspired by leather goods and sprays with signature scents. Made in France with artisans and designers, these elegant pieces enhance the experience of movement.

DURALEX – French icon of tempered glass

For nearly a century, Duralex has embodied French tableware thanks to its unique expertise in tempered glass. Founded in La Chapelle-Saint-Mesmin in 1945, the brand has revolutionised everyday life with tableware that is durable, functional and affordable. A symbol of simple, lasting elegance, its glasses have accompanied generations, from school canteens to large family gatherings. Instantly recognisable, Duralex tableware combines timeless aesthetics with robustness, making glass an indispensable companion for every moment.

ARNO GLASS – Crystal elegance, blending tradition and modernity

ARNO GLASS embodies the meeting of Korean craftsmanship and contemporary European design. The brand stands out for its stackable square designs, architectural handles and collectible aesthetics. Each piece is hand-blown by Korean artisans and made from high-clarity crystal, offering remarkable transparency and a balanced feel in the hand. Designed for everyday use, the stackable structure makes storage, maintenance and table setting easy. With frosted finishes, architecturally designed dispensers and sleek silhouettes, each creation combines quiet beauty and functionality. More than just objects, ARNO GLASS offers timeless pieces for the table, the home and the art of entertaining.

MARCO ZELLI – Architectural rigour and luminous poetry

Zurich-based architect and designer Marco Zelli explores the tension between permanence and transience through projects ranging from architecture to design. After collaborating with renowned studios in Portugal, Japan and Switzerland, he founded his own studio in 2022. His work, regularly presented at international fairs in Milan, Naples and Miami, is distinguished by an approach that oscillates between irony and functionality.

With Nefertiti, a modular lighting system with geometric shapes and enigmatic reflections, he invites everyone to reinvent space according to their needs. Exhibited at EDIT Napoli and ALCOVA Miami, among others, this emblematic project illustrates Zelli's approach: combining freedom of use, formal precision and poetic imagination.

MARCO ZELLI

ARNO GLASS

DURALEX

KULT

HYPSOÉ

HYPSOÉ — Thirty years of fragrance and creativity

Founded in 1995 with a first collection of scented candles presented in aluminum tins, Hypsoé quickly won over professionals with the originality of its fragrances. Initially discreet, the house long remained behind the brands of its clients before establishing its own name in concept stores, decoration shops, florists, and online. Today, Hypsoé — Luxury Fragrances Made in Paris — celebrates nearly thirty years of history with 15 collections, 6 major olfactory families, and more than one million candles distributed across 40 countries. A story driven by one director and five passionate collaborators, continuing to write itself through scents and creations.

KULT – Handcrafted solar creations

Founded in Paris, KULT draws inspiration from California's sunshine and Mediterranean warmth. In its Parisian workshop, the company handcrafts candles from natural materials. The ceramics are designed in Paris and hand-painted in Andalusia, perpetuating a unique artisanal expertise. Each creation is an invitation to slow down, savour the moment and prolong the spirit of summer throughout the year.

DOMESTIQUE – The subversive art of everyday life

Domestique transforms ordinary objects into creative manifestos, combining craftsmanship, experimentation and humour. Colourful, minimalist and expressive, its designs subvert established codes in order to shake them up. Each creation becomes a playful and committed icon, exploring joy as an act of resistance. More than just a brand, Domestique champions a collective and subversive approach, where the ordinary is transformed into a poetic and provocative playground.

COLORTHERAPIS – Bold colours at the service of design

A Parisian creative studio founded by Lavinia Augeai, Colortherapis transforms colour into a true emotional language. Inspired by Bauhaus, Memphis and Fauvism, the studio designs rugs, seating, lighting and tables as unique, bold and expressive works of art. Each piece, created in collaboration with exceptional artisans, combines traditional craftsmanship with contemporary imagination. Committed to sustainability, the brand favours noble materials, upcycling and vegetable dyes. With its collections and bespoke creations, Colortherapis invites you to make your interior a vibrant reflection of yourself, where colour becomes a source of joy and resilience.

HELLO JACQUES – The door handle becomes a stylish object

Founded in 2023 by Fanny Merigous, Hello Jacques reinvents the porcelain door handle with bold colours, original designs and a freedom of composition inspired by fashion codes. Handcrafted in small batches at the family-owned factory founded in the 1950s, these creations combine traditional craftsmanship with contemporary boldness. Removed from the hardware aisle, the handle becomes a signature detail, capable of transforming every passage into a stylish and joyful gesture.

DOMESTIQUE

COLOTHERAPIS

HELLO JACQUES

Who’s Next Home x Ankorstore

One year after its creation, the fruitful partnership between Ankorstore—a marketplace offering retailers a catalogue of more than 30,000 European brands—and the WSN and Comexposium groups is supporting the transformation of independent commerce more than ever!

Find a selection of brands available on Ankorstore and dedicated to the world of home décor at Who’s Next Home:

Bloom France, the leading brand of 100% natural, handmade French incense inspired by ancestral know-how, offers healthier, greener and more refined incense. Crafted like true perfumes, its sticks reveal top, middle and base notes for a unique olfactory experience.

BLOOM FRANCE

CHARMY

Charmy offers a collection of refined table linen, designed in France in collaboration with workshops boasting unique expertise. Committed to sustainability, the brand combines elegance and respect for the environment to enhance every moment spent around the table.

TIMELENS

TimeLens is reinventing the vintage photography experience. Its compact, colourful digital cameras without screens offer an appealing, unpretentious approach: retro design, reliable technology and a simple promise — capture the moment, without distraction, to rediscover it later. All with style, simplicity and a healthy dose of nostalgia, for authentic and unexpected memories.

Junny, a French family business, transforms coloured concrete into unique decorative objects: lamps, pots, candles, figurines... Each piece is handmade using local raw materials and a zero-waste approach. A 100% artisanal and committed creation.

JUNNY

BOHOME LIVING

Bohome Living decorates the home with chic, ethnic bohemian designs. Designed in France and handcrafted in Morocco, Vietnam and Indonesia, these pieces combine authenticity and elegance.

For nearly a century, **L'Atelier du Vin** has been designing sophisticated tools to celebrate French wine. Innovation, design and expertise come together in its unique collections and prestigious collaborations.

L'ATELIER DU VIN

CLAIRE BEAUGRAND

Claire Beaugrand's universe blends softness, travel and cultural fusion to bring a colourful textile collection to life. Each limited edition piece showcases ancestral craftsmanship and recycled textiles such as Khanta. Tablecloths, kimonos, pouches, bags and cushions are handmade in France and India to offer unique and sustainable creations.

Founded in 2020, **Les Flacons de l'Apothicaire** is an eco-friendly French brand dedicated to sustainable living. It offers refillable, decorative glass bottles for the kitchen and bathroom. Its zero-waste solutions offer more than 375 possible combinations with stainless steel pumps, sprays and premium accessories.

Piece & Love is shaking up the world of jigsaw puzzles with its 100% French creations, which are both funny and quirky. Each puzzle surprises with its humour, like the famous 'Je m'emmerdais' (I was bored). Made in France with local partners, they are part of an eco-responsible approach. Designed as fun and decorative objects, they become true pieces of design once completed.

PIECE & LOVE

Fondée en 1996, **La Maison Hachette Pratique** rayonne dans de nombreux univers : aventure, histoire, cinéma, design et art de vivre. Sa maison d'édition E/P/A valorise les grandes figures du design et les tendances déco à travers des ouvrages prestigieux. A la fois objets d'inspiration et pièces esthétiques, ces livres enrichissent la culture visuelle contemporaine.

LES FLACONS DE L'APOTHICAIRE

LA MAISON HACHETTE PRATIQUE

A lively experience: entertainment, shop and Café Intramuros

At the heart of WHO'S NEXT HOME, the visitor experience is not limited to discovering brands and studios. The 2025 edition will be enriched by a genuine living space, designed as a hub for exchanges, professional encounters and inspiration.

The Intramuros Café

For its first edition, Who's Next Home will welcome Intramuros – the design magazine – to a space for dining, meetings and exhibitions. This will be an opportunity for the magazine, which will soon be celebrating its 40th anniversary, to mark its fifth decade by showcasing the great talents of tomorrow, while welcoming a very special guest editor who will review 40 years of design, beauty, utility and useful utopia.

The pop-up shop

In addition, a pop-up shop will extend the experience by offering a carefully selected range of design objects, home accessories, stationery and pieces from unique collaborations, curated by Matthieu Pinet.

Talks

The Who's Next talks will include topics and debates on the relationship between fashion and homeware. These highlights are designed to fuel discussion, spark connections and stimulate reflection on new uses and economic models.

First edition of this new sector to discover at Who's Next – 6 to 8 September 2025, Paris

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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.