

Beat: Lifestyle

## WHO S NEXT, Leading International Fashion Trade Show for Womenswear in Europe

September 8 To 11 at Porte de Versailles

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**USPA NEWS** - More than 20 years after its Creation, Who's Next has become the Leading International Fashion Trade Show for Womenswear in Europe. In January and September, the Event welcomes 50,000 Visitors through its Doors at the Porte de Versailles Exhibition Centre in Paris, with around 700 French and International Ready-to-wear Brands there for them to discover. Who's Next takes place in Conjunction with Premiere Classe, the Leading Accessories Trade Show.

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- Trade Show Areas

- \* FAME : 200 Brands, Designers and Brands, both Emerging and Established, who for 10 Years attract Buyers from all over the Globe.
- \* PRIVATE : 175 bBands, a Selection of Internationally Renowned Creative Feminine Brands with Strong Commercial Potential.
- \* TRENDY : 85 Brands, Contemporary and Affordable Feminine Collections.
- \* URBAN : 65 Brands, a Mix of Denim and Streetwear Brands.
- \* STUDIO : 175 Brands, Women's ready-to-wear must-haves brought.

As a Springboard for Young Creation, are spotted Young French and International Designers, through Projects such as The Future of Fashion Program, organised in collaboration with the international web platform, Not Just A Label. Focus on Eco-conscious Designers who support Durable Development and Local Craftsmanship. Athleisure is the New Trend in the Urban Fashion Scene combining Sport and Style. The Eco-Responsible Festival We Love Green continues its Partnership with the Who's Next and Premiere Classe Trade Shows for the September Edition. Located in the Heart of the Gallery Store, the Boutique Française is an Important Backdrop on which to highlight the French Touch....

- What is Fashion Solutions ?

Located in Hall 3 at the Trade Shows, Fashion Solutions is the Place of Reference for all Fashion Retailers. Whether you're a Brand or Supplier. A startup Village welcomes Young Innovative Businesses selected by the retail accelerator 'Lafayette Plug & Play' and the Festival 'Fashion Tech Days' with the theme : "Fashion That Does Good"<sup>[?]</sup>. To get informed and get up to date : the Conference and Workshop Area. Fashion Solutions Experts are available to give Personalised Advice to Visitors on the Needs of Their Business and to Guide them through the Fashion Solutions Area. Fashion Solutions is also organising Networking Events Every Evening (some of them by invitation only) to give a Chance to Relax, Chat, and Meet other Professionals from Own Sector in an Informal Environment...

Source : Who's Next & Premiere Classe - Porte de Versailles (PARIS), September 8 To 11, 2017.

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