

Beat: Arts

## WHO S NEXT - The leading International Fashion Trade Show

From Sept 2 to 5, at PORTE DE VERSAILLES

PARIS, 05.09.2016, 15:43 Time

**USPA NEWS** - WHO'S NEXT is the Leading 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.

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- FAME : 200 Brands. Designers and brands, from undiscovered to world-famous, reach out to international buyers.
- PRIVATE : A selection of creative womenswear brands with strong commercial potential and international renown.
- TRENDY : Womenswear collections that capture the spirit of the times at affordable prices.
- URBAN : Brands with a mix of denim and streetwear.
- STUDIO : Must-have women's ready-to-wear pieces regrouped by brand.

As a springboard for young creation, the trade show spots 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'. The history, culture, architecture and landscape of the Mediterranean have each inspired the trade show's creative teams this season.

- FAME 200 brands : A must-see for over 10 years for ready-to-wear brands and designers, FAME features a selection of young talent as well as more couture designers, under the label ATELIER.
- PRIVATE 170 brands : A selection of creative, internationally renowned womenswear brands with strong commercial potential.
- TRENDY 65 brands : Current and affordable on trend womenswear brands.
- URBAN 65 brands : A mix of menswear and womenswear brands showcasing denim and streetwear.
- STUDIO 200 brands: The must-have women's ready-to-wear arranged by brand category.

WHO'S NEXT and PREMIERE CLASSE launched their 3rd edition of their historical collaboration with the world's leading online designer platform NOT JUST A LABEL to present The Future of Fashion Program, a stepping stone for 30 emerging designers to grow internationally.

WHO'S NEXT and PREMIERE CLASSE trade shows organised conferences, round tables and workshops for retailers and brands. These different meeting formats are an essential source of information regarding new trends and the fashion market. The topics covered vary from trends to digital, sourcing or export.

Source : Who's Next

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**Article online:**

<https://www.uspa24.com/bericht-9068/who-s-next-the-leading-international-fashion-trade-show.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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