

**1 BADGE = 5 EVENTS****Who's Next, Impact, Neonyt Paris, Bijorhca,  
Salon International de la Lingerie, Interfilière Paris**

**Over 3 days, the access to 5 professional trade shows in one place, Porte de Versailles, real temple of wholesale, attracted a large number of professionals.** Exhibitors and partners were present, and the traffic was particularly heavy on this beautiful January edition. Buyers and visitors, French and international, were seduced by the scenography as soon as they entered, attracted by these big panels made of brightly colored floral wallpapers with the scent of flowers hanging from them, which immediately gave a positive and joyful touch to this unique moment of gathering.

*"By concentrating this increasingly cross-the-board offer in a wholesale stronghold in Paris, we are becoming an unmissable event in the fashion ecosystem. Professionals have supported our strategy of merging several trade shows into a single event for the creative industries. Circulation between Hall 1 and Hall 4 (Salon International de la Lingerie and Interfilière Paris) worked. We are extremely satisfied and confident about the future."*

**Frédéric Maus, CEO at WSN**

### PART 1

## ZOOM ON THE GLOBAL VISITORS OF THE 3 DAYS Who's Next, Impact, Neonyt Paris, Bijorhca, Salon International de la Lingerie, Interfilière Paris

### 40187

VISITORS COME IN TOTAL  
FROM 124 COUNTRIES

### 60,11%

FRENCH  
VISITORS

### 39,89%

INTERNATIONAL  
VISITORS

### 23%

OF NEW VISITORS

#### ↓ TOP 5 COUNTRIES EXCLUDING FRANCE

4,83% → ITALY

3,87% → BELGIUM

3,76% → SPAIN

2,56% → GERMANY

2,42% → UK

#### Big return of international visitors :

Particularly from the USA, Japan and Canada.

*"We have a very nice booth for our second edition. We placed orders with French, German buyers, and made contact with Canadian and English distributors. This first day was great!"*

#### Ben of the ready-to-wear brand Zenggi



### ↓ VISITORS SAID TO BE INTERESTED BY

<b>56%</b> <b>WHO'S NEXT &amp; IMPACT</b> <b>(HALL 1)</b>	<b>18%</b> <b>BIJORHCA</b> <b>(HALL 1)</b>	<b>20%</b> <b>SALON INTERNATIONAL DE</b> <b>LA LINGERIE (HALL 4)</b>	<b>6%</b> <b>INTERFILIÈRE PARIS</b> <b>(HALL 4)</b>
---	--	--	---

### ↓ THE CROSS-HALL VISITORS' ROUTE

19,21% → VISITORS WHO CAME FOR WHO'S NEXT IMPACT BIJORHCA ALSO WENT TO HALL 4
29,47% → VISITORS WHO CAME FOR THE SALON INTERNATIONAL DE LA LINGERIE AND INTERFILIÈRE PARIS WENT TO HALL 1

### ↓ TOP 5 OF THE VISITORS' EXPERTISES

53,26% → RETAILERS / CONCEPT STORE / DEPARTMENT STORES
9,38% → MANUFACTURER / WHOLESALER / IMPORTER
7,39% → CRAFTSMAN
5,69% → E-COMMERCE

### ↓ KEY FIGURES FOR WHO'S NEXT, IMPACT AND BIJORHCA VISITORS : JANUARY 2023 VERSUS JANUARY 2022

**+57%**  
OF VISITORS

**3X MORE**  
OF INTERNATIONAL VISITORS

*"The concentration over 3 days instead of 4 may have scared us on paper, but the experience is different and it is quite convincing. We felt a real commitment from all players to get the business moving again, the morale was positive. We already have a very international clientele, but many European buyers wanted to order directly from the trade show. I've been doing Who's Next for a very long time and it reminds me of the atmosphere at the trade shows about ten years ago where we were all in one hall, which is a very good option."*

**Bryan from Reiko's**



**PART 1**

**ZOOM ON BRANDS AND EXHIBITORS  
HALL 1 : Who's Next, Impact, Neonyt Paris, Bijorhca**

**992**

**BRANDS**

**32%**

**NEW EXHIBITORS**

**49%**

**FRENCH  
EXHIBITORS**

**51%**

**INTERNATIONAL  
EXHIBITORS**

↓ **TOP 5 INTERNATIONAL COUNTRIES**  
(EXCLUDING FRANCE)

12% → ITALY

8% → SPAIN

5% → INDIA

4% → GERMANY

4% → TURKEY

*"WSN is strongly committed to contribute to the eco-responsible transformation of our two industries, fashion and events. We accompany the transformation of the fashion sector, but we are also committed to the event sector. This edition is the first without animal fur presented in the trade show. Moreover, our decision to reduce our Who's Next, Impact, Bijorhca and Neonyt Paris events from 4 to 3 days was motivated by a desire to reduce our energy consumption and to reduce our waste. Our will is to "do less but better." We are very satisfied with the reception of this initiative, which certainly disrupted habits, we will continue our efforts to create evermore responsible events."*

**Emily Tepper Tarac, Director of Operations and CSR at WSN**

*"I started the brand in Japan and we are distributed in Japan, South Korea and Dubai (Tu UAE). The show, which I'm doing for the first time, was a chance to test the European and American market. We have made sales to foreign buyers, especially from the Netherlands. Our location is exceptional, buyers confirmed the existence of the market, and spoke of a real love at first sight."*

**Adriana Archambault from the handwoven bag brand AALUNA**

*"This is our 6th edition. Sales are even better than previous years, we are delighted. We have signed with the new European and American clients."*

**Yuchifoumi Matsumoto of the textile accessories brand Caleido**



**PART 1**

**ZOOM ON BRANDS AND EXHIBITORS**  
**Hall 4 : Salon International de la Lingerie & Interfilière Paris**

**420**

BRANDS ET EXHIBITORS

**68%**

SALON INTERNATIONAL DE LA LINGERIE

**32%**

INTERFILIÈRE PARIS

**27%**

FRENCH EXHIBITORS

**73%**

INTERNATIONAL EXHIBITORS

↓ **TOP 5 INTERNATIONAL COUNTRIES**  
(EXCLUDING FRANCE)

11% → GERMANY

8% → ITALY

7% → CHINA

7% → TURKEY

5% → USA

*"We come to discover new brands. It's an opportunity to meet partners, talk about business, and review collections. To compare support strategies, follow up over two or three seasons."*

**Atika Khireddine, women's purchasing manager at Galeries Lafayette**



**PART 2**

**FOCUS ON WHO'S NEXT**

**802**

**BRANDS & EXHIBITORS**

**↓ BREAKDOWN BY PRODUCT TYPE**

45%	→	READY-TO-WEAR
15%	→	JEWELRY
13%	→	TEXTILE ACCESSORIES
11%	→	SHOES
10%	→	BAGS & LEATHER GOODS
4%	→	BEAUTY/LIFESTYLE
2%	→	OTHER ACCESSORIES

*we were very well placed, we are going to work with Merci and I am expecting several buyers from department stores to pass by. Some clients who do not dare pass by the showroom for fear of having to commit immediately, appreciated discovering our offer here."*

**Christelle of the Trendsetteuses Showroom.**

**Color was everywhere. Bright luminous tints, often associated with mixtures of patterns, floral or geometric. Craft and crochet, hand-knit by responsible structures, innovation in sportswear, continue to inspire. As well as the holistic, crystals and astrology in the beauty sector.**

**A LOOK ON TRENDS:**

- The works of natural fibers (linen, hemp...) with committed brands such a **The More Project**, that works with organic materials to create a clean wardrobe **Maison Chanvre ready-to-wear line**, **Madame Yvette's** clothes made from linen, hemp and wool blends.
- **Mono-product collections with a very effective readability: the velvet** of the brand Cotelé, the jumpsuits of Topissima.
- **The boom of athleisure and technical sports, designed for women and inclusive** with **N85**, and its eco-feminist sportswear collections made in Marseille, that offer pockets on women's sportswear, alternatives to leggings, bras with a little more coverage. The brand **Ruban Noir**, develops a whole range of products around ready-to-wear lingerie.

*"It's my first trade show and to me it feels like Christmas. Many international retailers, (Italy, USA, South Korea, Spain, Portugal) were interested in our sock sneakers, attracted by the responsible and innovative side (recycled rubber soles, natural materials). The collaboration with Patricia Urquiola was very appealing."*

**Charlotte of the UYN shoe brand**

**A true creative entry point at the trade show, the CXMP area, for its first edition, led the way to possibilities in terms of multi-channelity. It is the showcase of WSN's work to accompany designers so they become solid brands.**

*"We are very satisfied with this edition as for the first time our marketplace is embodied in a physical space: the CXMP District. We couldn't have illustrated our omnichannel vision of trade better. The exhibitors registered on the digital platform are happy to be here and the visitors have very well accepted this offer, both fashion and food, which makes sense, particularly for concept stores. The expected exchanges transpired, and the trade show experience will be extended to the digital world."*

**Camille Brioux, Head of Communication at CXMP**

*"We had a very nice trade show. Saturday and Sunday were very intense, Monday slightly calmer. We saw a strong return of international customers. The change to a 3-day formula allowed us to avoid downtime and to focus the activity. We are ideally placed in what, among us in France, we call the golden triangle."*

**Carole from the brand Diega**

*"We represent about ten ready-to-wear brands with colorful worlds and ethical values. Thanks to the trade show on which*



**PART 2**

**ZOOM ULULE X WHO'S NEXT**

**20**

**BRANDS PRESENTED**

**↓ BREAKDOWN BY PRODUCT TYPE**

45%	→	READY-TO-WEAR
20%	→	BAGS & LEATHER GOODS
15%	→	SHOES
5%	→	OTHER ACCESSORIES
5%	→	TEXTILE ACCESSORIES
5%	→	LIFESTYLE BEAUTY
5%	→	JEWELRY

**↓ BREAKDOWN BY COUNTRY**

90%	→	FRANCE
5%	→	BELGIUM
5%	→	BULGARIA



*"After a first edition in Septembre on Ulule, the minimalist jewelry brand for men and women returns this time in the jewelry area. "I am delighted to be at the heart of the jewelry area. I saw many foreign buyers who found me on this edition, Europeans also from Austria and the Netherlands captivated by minimalism. In September, two Parisian retailers had placed orders with me, two new boutiques, one in Paris and one in Saint-Tropez, were seduced."*

**Theo of the jewelry brand ALT Paris, launched on Ulule**

*"We optimized the offering of varied experiences at the show in the best way we could. By hosting two award ceremonies (DHL and BabyBrand by Smiley), we allowed very young designers to be seen by the journalists they have trouble approaching. Professionals appreciated this 'colorful journey' scenography that took them on an immersive business adventure. Of course, everyone was carried away by the evening parties."*

**Boris Vey, Director of Partnerships and DRP at WSN**



**PART 3**

**FOCUS ON IMPACT**

**65**

**BRANDS**

**8**

**NEONYT PARIS BRANDS**

**52%**

**NEW BRANDS**

**62%**

**FRENCH EXHIBITORS**

**38%**

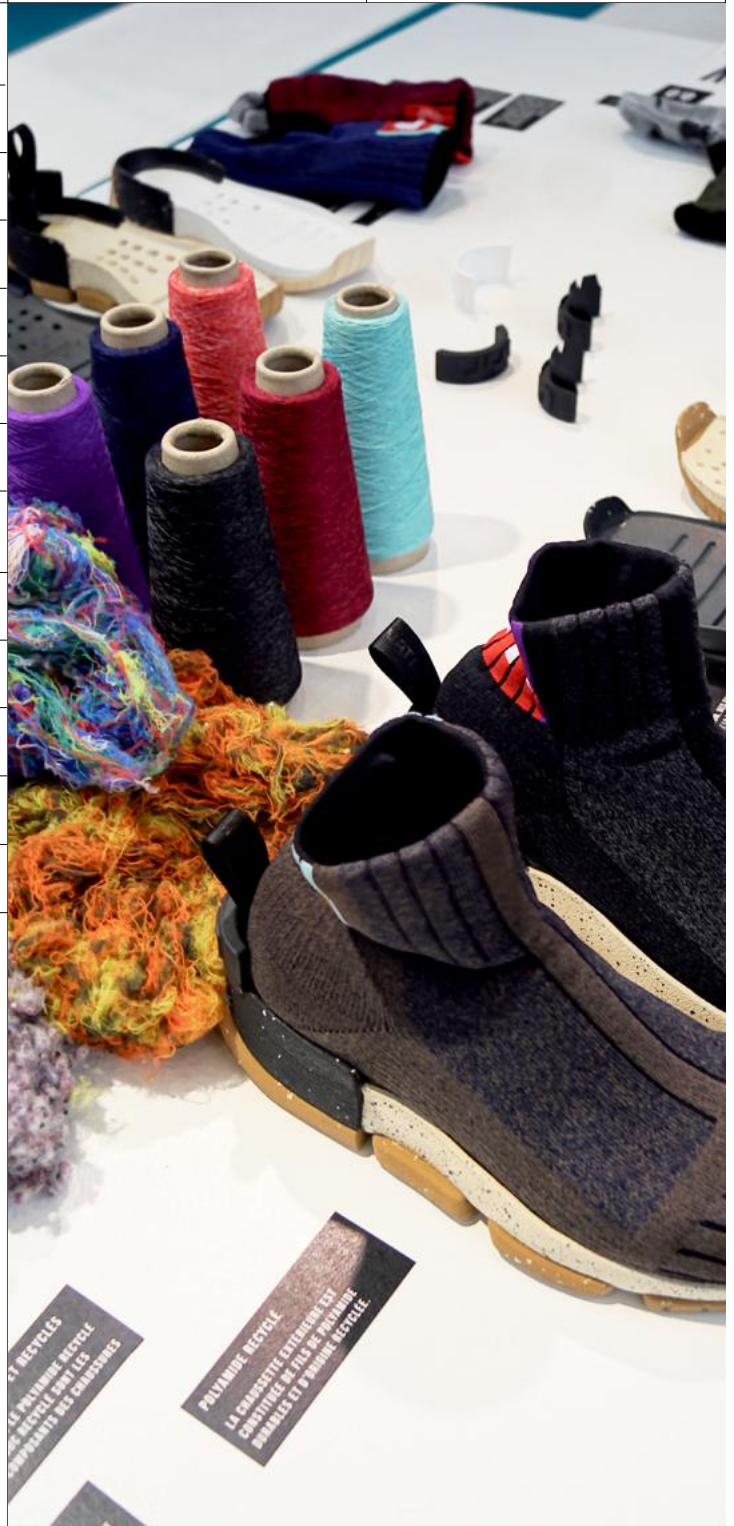
**INTERNATIONAL EXHIBITORS**

↓ **BREAKDOWN BY PRODUCT TYPE**

- 49% → READY-TO-WEAR
- 7% → TEXTILE ACCESSORIES
- 3% → OTHER ACCESSORIES
- 2% → BEAUTY/LIFESTYLE
- 30% → SHOES
- 9% → BAGS & LEATHER GOODS

↓ **TOP 5 INTERNATIONAL COUNTRIES (EXCLUDING FRANCE)**

- 12% → SPAIN
- 5% → GERMANY
- 3% → UK
- 2% → AUSTRIA
- 2% → MONGOLIA



*"We took over this brand of Portuguese origin specialized in jumpsuits with my husband. At the beginning it was only distributed in Portugal and in one year, we developed in 80 countries. This is an opportunity for us to approach Europe. We had contacts with international buyers, many concept stores in France, Italians and even a store in New Caledonia but also large distributors in the United States, Saudi Arabia, the United Kingdom who loved the product, its touch, the quality of the material."*

**Jacqueline Lam of TOPISSIMA**



**PART 4**

**FOCUS ON BIJORHCA**

**76**

COUNTRIES WERE REPRESENTED

**18%**

OF ALL VISITORS CAME PRIMARILY TO VISIT BIJORHCA

**21,85%**

NEW VISITORS

**73%**

FRENCH VISITORS

**27%**

INTERNATIONAL VISITORS

↓ **TOP 5 INTERNATIONAL COUNTRIES**  
(EXCLUDING FRANCE)

3,34%	→	ITALY
6,09%	→	BELGIUM
2,96%	→	SPAIN
1,60%	→	GERMANY
1,30%	→	THE NETHERLANDS

↓ **DISTRIBUTION BY TRADE (TOP 3)**

40,26%	→	RETAILERS/ CONCEPT STORE
28,05%	→	CRAFTSMAN
8,60%	→	MANUFACTURER/WHOLESALER/ IMPORTER

↓ **DISTRIBUTION OF FUNCTIONS (TOP 3)**

33,16%	→	GENERAL MANAGEMENT
31,07%	→	PURCHASING
15,86%	→	CREATIVE DESIGN

*“Bijorhca is part of the WSN history and this is the 4th edition that we operate it. The large panel at the entrance helped to visualize the space, which welcomed more flows, promoting synergies and circulations. It is really the meeting place for jewelry professionals and the return of the wall of classified ads, operated by Savoir pour Faire, was welcomed with great satisfaction by professionals. The subject of recruitment that they carry and that was addressed during the conferences is really fundamental for the whole sector.”*

**Sylvie Pourrat, Director of the Fashion and Accessories Offer at WSN**



### PART 4

### FOCUS SUR LES EXPOSANTS BIJORHCA

**125**

BRANDS & EXHIBITORS

**70%**

JEWELRY FINISHED  
PRODUCT

**30%**

ELEMENTS

**21%**

NEW EXHIBITORS

**45%**

FRENCH  
EXHIBITORS

**55%**

INTERNATIONAL  
EXHIBITORS

↓ **TOP 5 INTERNATIONAL COUNTRIES**  
(EXCLUDING FRANCE)

16% → SPAIN

11% → GERMANY

9% → GREECE

4% → INDIA

3% → ITALY

*“The fact that the edition was narrowed to three days allowed us to remove some of the down time. On the first day, there was an important presence. Overall we are coming back so we are satisfied.”*

**Nathalie from LATELIERKA**



**PART 5****CONTACT & SAVE THE DATE****SAVE THE DATES**

PREMIERE CLASSE  
FROM THE 3RD TO THE 6TH OF MARCH 2023 & FROM THE  
29TH OF SEPTEMBER TO THE 2ND OF OCTOBER 2023 -  
JARDIN DES TUILERIES

SALON INTERNATIONAL DE LA LINGERIE & INTERFILIERE  
PARIS  
FROM THE 2ND TO THE 4TH OF JULY 2023 - PORTE DE  
VERSAILLES

WHO'S NEXT, IMPACT, NEONYT PARIS, BIJORHCA, TRAFFIC  
FROM THE 2ND TO THE 4TH OF SEPTEMBER 2023 - PORTE  
DE VERSAILLES

**DRP (NEW)**  
2ND & 3RD OF SEPTEMBER 2023 - PORTE DE VERSAILLES

**CONTACT**

WSN PRESS CONTACT AT 2E BUREAU  
HUGO HOWLETT  
+33 6 18 08 10 55  
H.HOWLETT@2E-BUREAU.COM

**ABOUT**

WSN Développement is the company that organizes  
Parisian shows targeting international fashion  
professionals, principally brands and distributors.

WHO'S NEXT, in January and September, presents the  
pret-à-porter, the accessory and the beauty and the  
lifestyle sectors sided by IMPACT, the reassembling  
of initiatives, favorising the ecological and solidary  
transition, and by TRAFFIC, the event dedicated to  
solutions and innovations for the distributors and  
fashion brands.

Since Mai 2021, WSN operates the organization of  
BIJORHCA for BOCI sided by WHO'S NEXT. During  
the Fashion Week in March and October, PREMIERE  
CLASSE presents fashion accessories accompanied  
by a small selection of pret-à-porter.

Since July 2022, WSN operates the organization of  
Salon Inter- national de la Lingerie and Interfilierè  
Paris for Eurovet sided by WHO'S NEXT.

