Beat: Lifestyle

WHO S NEXT - The LEADING FASHION TRADE SHOW

Sept. 6-9, 2019 At PORTE DE VERSAILLES

PARIS - PORTE DE VERSAILLES, 13.09.2019, 09:23 Time

USPA NEWS - More than 25 years after its creation, Who's Next is the international trade show leader for women's fashion in Europe. In September and January the event brings around 50,000 visitors to the Parc des Expositions at the Porte de Versailles in Paris, to visit 1,200 French and international ready-to-wear brands. Buyers, brands, journalists and trendsetters from more than 100 countries together create the trends for each season over 4 days of networking, conferences, lifestyle activities and celebrations.

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The Leading Fashion Trade Show :

* 1,200 Brands - 550 ready-to-wear brands and 650 accessories, beauty and lifestyle brands
* 4 Days - twice a year in January and September
* 50,000 Expected Visitors for Each Edition - buyers, press, influencers
* 50,000 m2 of total area
* 70% Buyers (Ready-To-Wear, Accessories, Beauty & Lifestyle) - Multi-brand retailers, department stores, e-commerce
* Masterclasses : Who's Next offers visitors and exhibitors a range of 25 free practical Masterclasses to develop their business.
* Book a a 1-2-1 meeting with an Expert : experts are available to give personalised advice to fashion retailers on the needs of their business.
* Lab. Scene : WSN x Istituto Marangoni Paris are talent scouting for the launch of their contest for young designers: Lab.Scene. The 3 winners gain full support in both the commercial and brand strategy development of their fashion business.

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The show covers all market sectors: women´s ready-to-wear, urban and men´s fashion, fashion accessories, shoes, leather goods and bags, and jewellery. WHO´S NEXT is so much more than a trade show. Through its dynamic programme of special exhibitions, talks and catwalk shows, it is also a key source of information on the latest trends. From young designers to established brands, urban labels to artisans, our team has always highlighted beauty and craftsmanship, whatever the product´s background or origin.This quest for novelty, innovation and attractiveness that also takes into account the human dimension has helped the show to gain global recognition.At a time when standardisation and globalisation are everywhere, WHO´S NEXT is doing its utmost to respond to the questions, doubts, needs and hopes of the fashion industry.

Source : Who's Next - The Leading Fashion Trade Show
On September 6-9, 2019 @ Porte De Versailles (paris)

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Article online:
https://www.uspa24.com/bericht-15911/who-s-next-the-leading-fashion-trade-show.html

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

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