

## 「WHO'S NEXT」 / 「PREMIERE CLASSE」 法國國際時尚展會

「WHO'S NEXT」 / 「PREMIERE CLASSE」為法國巴黎最重要的專業時尚展會，已舉辦超過 20 年歷史，為國際時尚業界最不容錯過之盛事。展出類別涵蓋美容美妝、男女服飾、配件、鞋履、皮件、包包與珠寶設計及品牌生活風格等，舉辦多元展覽、趨勢論壇、時裝秀、零售業專家服務、研討會及工作坊等。

「WHO'S NEXT」展為歐洲時尚採購季最具規模之時尚商展，展出商品包含男女服裝、美容美妝、家居用品、配飾等時尚相關產業，位於巴黎凡爾賽門展覽中心(Porte de Versailles, Paris)占地約一萬坪，為法國最具指標性時尚相關產業商展，亦為歐洲各重要通路買家蒞臨採購最佳首選。

「PREMIERE CLASSE」展與巴黎時裝周同期展出，展出內容為時尚精品服飾配件品牌，包含袋包、鞋履、皮件、珠寶首飾設計及時尚服飾設計相關等，展出地點今年首度移師至巴黎杜樂麗花園，杜樂麗花園緊鄰羅浮宮、隔著塞納河與奧賽美術館相望，為巴黎人文薈萃聚集中心，也是時裝周期間各大品牌秀場首選地點，為巴黎最熱鬧、最精華的區域。

敬邀有意拓展國際時尚市場之品牌業者，親赴巴黎時尚專業商貿展(Trade Show)現場接待與接單，同步掌握歐洲市場復甦商機，為積極拓展歐洲市場暨全球買主、開拓海外通路的最佳選擇，歡迎聯繫諮詢!

■展出時間及地點：均依據主辦單位公告為主

1.WHO'S NEXT: 2022 年 9 月 2 日至 5 日(地點：Porte de Versailles, Paris 巴黎凡爾賽門展覽中心)

2.PREMIERE CLASSE: 2022 年 9 月 30 日至 10 月 3 日(地點：Tuileries garden, Paris 杜樂麗花園)

■展會官網：[www.whosnext-tradeshows.com](http://www.whosnext-tradeshows.com)

■適展廠商：臺灣服飾配件、美容美妝等品牌業者

需提供品牌相關資料，經由法國主辦單位審核通過後，始確認報名成功。請 email 回傳此表及品牌資料(含近兩季 look book 和近一季 linesheet)

■展示方式：靜態展示等

■參展費用：以主辦單位公告為主 (包含場租、報名費及場佈等)

■報名相關：紡拓會 時尚行銷與技術處 范雅嵐/黃馨慧 電話：(02)2341-7251 分機#2583 #2535

email: [yalan\\_fan@textiles.org.tw](mailto:yalan_fan@textiles.org.tw); [hsin444@textiles.org.tw](mailto:hsin444@textiles.org.tw)

請注意，回傳本表僅代表 貴公司對本展有意願報名，並不表示已完成報名手續或是保有展位

公司名稱: _____	品牌名: _____
公司地址: _____	展位數: _____
聯絡人: _____	電話: _____ (分機: _____) 手機: _____
電子郵件: _____	產品類別: _____

※依個人資料保護法規定，紡拓會於運作期間內將依法蒐集、處理及利用您所提供之直接或間接識別個人資料(應用區域為全球)，該資料於本表單處理結束後轉入紡拓會資料庫受妥善維護。如您詳閱並瞭解上述內容後，仍願意資料填寫，則視同您同意紡拓會蒐集、處理及利用您個人資料。



# VILLA BEAUTE

BY

## Who's Next

### Premiere Classe

Pop-up, brand launches, presentation of new ranges, entry in department stores... We shared many stories with important relevant brands with different positioning.

As well as our beauty network ...

LA CANOPÉE - MA THÉRAPIE - MALOU & MARIUS - GURNESS - EPICOSA - BERNE - ON THE WILD SIDE - NOLENÇA - MADEMOISELLE SAINT GERMAIN - MAWENA - CAUDALIE - PRESCRIPTION LAB - MANICURIST - LABOË PARIS - OH MY CREAM 1 - NYX COSMETICS - NAUMATIC - BASTISE SHAMPOING SEC - ALFA K - MAKE UP FOREVER - KURE BAZAAR - TREATWELL - URBAN MASSAGE - ATELIER MAQUILLAGE PARIS - VEGÉALEMENT PROVENCE - GRANADO PHEBO - MARRELLA PARIS - OPIESSE - URBAN DECAY - DR HAUSCHKA - MINX - BARE MINERALS - MARNHO PARIS - DERM INK - NUN COSMETICS - LE BON PARFUMEUR - HÉLOÏSE DE V PARIS - MASON BO - Z&MA - A'FOX - JOLIDERM - PRESTIGE COSMETICS - VELECTIA PARAMOUNT - MELVITA - LES PETITES PRODIGES - ELLARO - INSTIL ESTHÉDERM - ECO YOUR SKIN - MAWENA - CIMENT PARIS - ALGOLOGIE - ALEANA - NÏSSA - SAËVE - LES HUILETTES - HO KARAN - ODEN - M'ÈRE COSMETICS - CIMENT PARIS - MASON PAREN - SHARI - NAJIKO - OSKOL - FLORAIROPIA - DAFNA - MEEKA - MARCELLE DERMOMY - AMAIRA - KERZON - RHÔME - POLAAR - HO KARAN - DAY+ FOR CARE - NOSTRA COSMETICS - LEBON - MADAME LA PRESIDENTE - FELIX - MATIÈRE BRUTE - BOTANIKA MARRACKECH - LOËSIA - OCCOPIN - NATIVIS - DEWAIN BEAUTY - LEONIA - FRESH BODY GREEN MIND -

### OUR BEAUTY SUCCESS STORIES



LES HUILETTES



PRESCRIPTION LAB



NAUMATIC



LES PETITS PRODIGES



CAUDALIE



Z&MA



MALOU & MARIUS



CIMENT PARIS



DR HAUSCHKA



MA THÉRAPIE



LA CANOPÉE



ODEN



POLAAR



NÏSSA



KERZON



MAWENA

## Medias and communication



Are expected



### PRESS RELATIONS & BUYERS

PRESS PRESENTATION, STATEMENTS, VIP GIFTS...

### COMMUNICATION TOOLS

TARGETED MARKETING OPERATIONS  
PRESENTATION OF LA VILLA BEAUTE'S BRANDS, OUR DATABASE, EVENT SIGNAGE

### SHOOTING PHOTOS

TRENDY PHOTOS TAKEN DURING THE TRADE-SHOW

### EXPERIENCE

FREE INVITATION TO YOUR COMMUNITY

### PUBLICATIONS ON OUR SOCIAL MEDIA DURING THE EVENTS

DEDICATED PEOPLE TO THE HIGHLIGHT ON BRANDS  
KEY DURING THE LENGTH OF THE EVENT

# BEAUTY LAB :

## A SPACE DEDICATED TO WORKSHOPS & BEAUTY EXPERIENCES

Located in the heart of the beauty space, the Beauty Lab is an area allowing the expression of brands during workshops, performance, talks...

This space constitute a complete animation during 4 days.

The space is available for partner brands that wish to express themselves outside of the limit of their stand

Examples :

*creation of personalized perfumes, open class on beauty rituals to adapt, face skincare, hairstyle animations, soap creation tutorials ...*

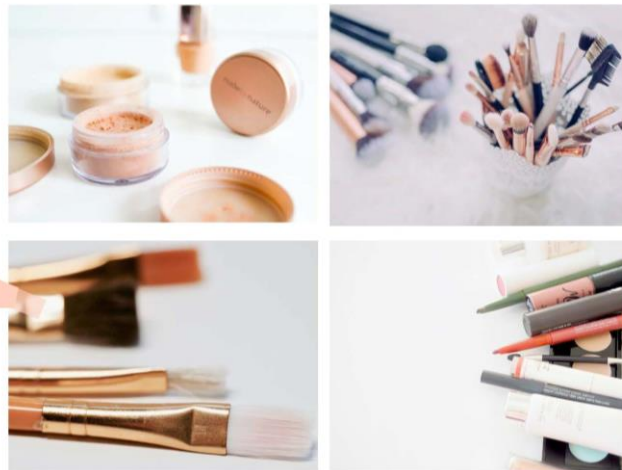


## WHY PARTICIPATE ?



- 1 Lay odds** on the complementarity of the beauty, fashion, accessory and lifestyle universe
- 2 Reach** new high potential markets on an national and international scale
- 3 Diversify** your network of beauty, lifestyle and fashion distributors (department stores, concept stores, multi-brand independant shops...)
- 4 Amplify** your notoriety next to fashion's and lifestyle's key actors and prescribers.
- 5 Take advantage** of a B2B and B2C target

## THE BEAUTY PACKS



# LIFESTYLE-BEAUTY SPACE

## START-UP PACK

Reserved for brands that are less than a year of existence



Turnkey module : stele 65x65



## INDIES PACK

Reserved for brands with 1 to 3 years of existence



Turnkey module with storage  
3m length x 1m width



## PREMIUM PACK



A space set up and designed by the brand



## Media Audience

1,000 media

BtoC and BtoB press, online media, bloggers, influencers, etc.

GRAZIA, MADAME FIGARO, ELLE, VOGUE INTERNATIONAL, GLAMOUR, CITIZEN K, L'OFFICIEL, MARIE CLAIRE, WAD, STYLIST, HARPER'S BAZAR, FASHION TV, L'EXPRESS STYLE, GLOBO, BUSINESS OF FASHION, FASHION MAG, WWD, DRAPERS, SENKEN SHIBUM, JOURNAL DU TEXTILE, NOT JUST A LABEL, NOTICIERO TEXTIL, etc.

GRAZIA

ELLE

VOGUE

madame  
FIGARO

marieclaire

L'OFFICIEL

GLAMOUR

BAZAAR

The Business of Fashion  
**BOF**

THE FASHION BUSINESS  
**Drapers**



**WWD**



# Buyers Audience

50.000 visitors

Department stores, concept stores and multi-brand stores (60% French - 40% international)

## FRANCE

Amazon  
Brandalley  
Citadium  
Franck et Fils  
Galeries  
Lafayette  
L'Exception  
Le Bon Marché  
Merci  
Printemps  
Sarenza  
Zalando

## UNITED KINGDOM

Browns  
Dover Street  
Market  
Start London  
Liberty  
Asos  
Anthropologie  
Urban Outfitters  
Harvey Nichols  
Fenwick  
Fortum &  
Mason  
Jules B

## ITALY

Luisa Via Roma  
Yoox  
Excelsior  
Gigi Tropea  
Brian & Barry  
San Carlo Dal  
1973  
Victorienne



## SOUTH KOREA

10 Corso Como  
Hanwha  
Galleria  
Shinsegae  
So salt  
Hunday  
Samsung  
Group  
LG Fashion  
Handsome  
Koon

## JAPAN

United Arrows  
World  
Tomorrow Land  
Sogo Seibu  
Ships  
Sun Motoyama  
Jupiter Shop  
Channel  
Jun Co  
Isetan  
Mitsukoshi  
Fred Segal  
Japan  
Acquagirl

## SOUTH EAST ASIA

Artifacts  
Passhion  
Bonita  
Melium  
Robinson and  
co  
Pois  
Far eastern  
Melium Group

### Top visitorship for Europe

1. France
2. Italy
3. Spain
4. Belgium
5. United Kingdom

## KEY FACTS

### 2 SESSIONS PER YEAR AT PARIS PORTE DE VERSAILLES

JANUARY (FALL/WINTER COLLECTIONS)

SEPTEMBER (SPRING/SUMMER COLLECTIONS)

**55 000 VISITORS**

40% INTERNATIONAL

### WHO'S NEXT SHOWCASES

MORE THAN 1,000 CLOTHING BRANDS

WOMAN'S WEAR, MEN'S WEAR, URBAN WEAR, ALL THE SECTORS PRESENTED ARE DIVIDED IN 5 AREAS

### PREMIERE CLASSE SHOWCASES

A SELECTION OF MORE THAN 700 BRANDS THE BEST INTERNATIONAL ACCESSORY BRANDS FROM ALL PRODUCT CATEGORIES: SHOES, LEATHER GOODS, EYEWEAR, JEWELLERY, TEXTILE ACCESSORIES

ALL FASHION SECTORS ARE REPRESENTED: WOMENSWEAR, MENSWEAR, URBANWEAR, ACCESSORIES, SHOES, LEATHER GOODS.

### MORE THAN A SHOW:

CLOTHING TREND FORUMS, FASHION SHOWS, DEDICATED EXHIBITIONS, CONFERENCES AND PARTIES.