

## 2023 年 9 月巴黎 WHO'S NEXT 展

WHO'S NEXT 展為巴黎超過 20 年歷史最重要的專業服飾展會。涵蓋：女士服飾、男士服飾、配件、美妝、家居品。巴黎 WHO'S NEXT 展同時也是時尚業界的國際級平台，舉辦多種展覽、趨勢論壇、時裝秀、零售業專家服務以及研討會。

2022 年 9 月參觀人次約 39,000 人次，參觀買家 74%來自法國，26%來自國際地區，其中有 22%為首次與會的新買家，歐洲前五大參觀比例依序排名為：比利時、義大利、西班牙、瑞士、德國。參展品牌超過 1000 家，48%為法國當地品牌，52%為國際品牌，如西班牙、義大利、印度、希臘、德國等。因疫情關係，亞洲大部分國家尚未完全開放，故亞洲參展品牌為少數。

2023 年巴黎 WHO'S NEXT 展 9 月於巴黎凡爾賽門展覽中心 (Porte de Versailles, Paris) 以 B-to-B 專業商貿展(Trade Show) 舉行。2022 年 9 月歐洲開放國界後，市場已不受疫情影響，人流回升，但歐洲近期通貨膨脹，一般生活消費受到影響，故此季買家多喜愛採購度假休閒風格，以中低價位為熱銷。

為協助參展品牌掌握歐洲市場復甦商機，增加參展品牌國際曝光率，有效大量接觸國際買家及通路商，欲積極拓展疫情後復甦之歐洲市場暨全球買主、開拓海外通路的最佳選擇，歡迎儘速報名!

■展出時間(依據主辦單位公告為主)：2023 年 9 月 2 日(六)–9 月 4 日(一)

■展出地點: Porte de Versailles, Paris 巴黎凡爾賽門展覽中心

■展會官網：[www.whosnext-tradeshows.com](http://www.whosnext-tradeshows.com) (官網連結請掃此



QR CODE)

■報名日期：即日起至額滿為止

■適展廠商：臺灣設計師品牌(女裝、男裝、配件)，參與方式如下，請勾選：

參加 2023 年 9 月巴黎 WHO'S NEXT 展：NT\$100,000 元(含稅)

以上包含：場租、建館及配備依主辦單位規劃 showroom 形式，主辦單位保留本活動之權利。

需提供品牌相關資料，經由法國主辦單位審核通過後及付款完成，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：聯合靜態展示(展示季節:2024 SS)

■承辦人：紡拓會 時尚行銷與技術處 黃馨慧 電話：(02)2341-7251 分機 #2535

email: [hsin444@textiles.org.tw](mailto:hsin444@textiles.org.tw)

請注意，回傳本表僅代表 貴公司有意報名，並不表示已完成報名手續或是保有攤位

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



© Kim Weber

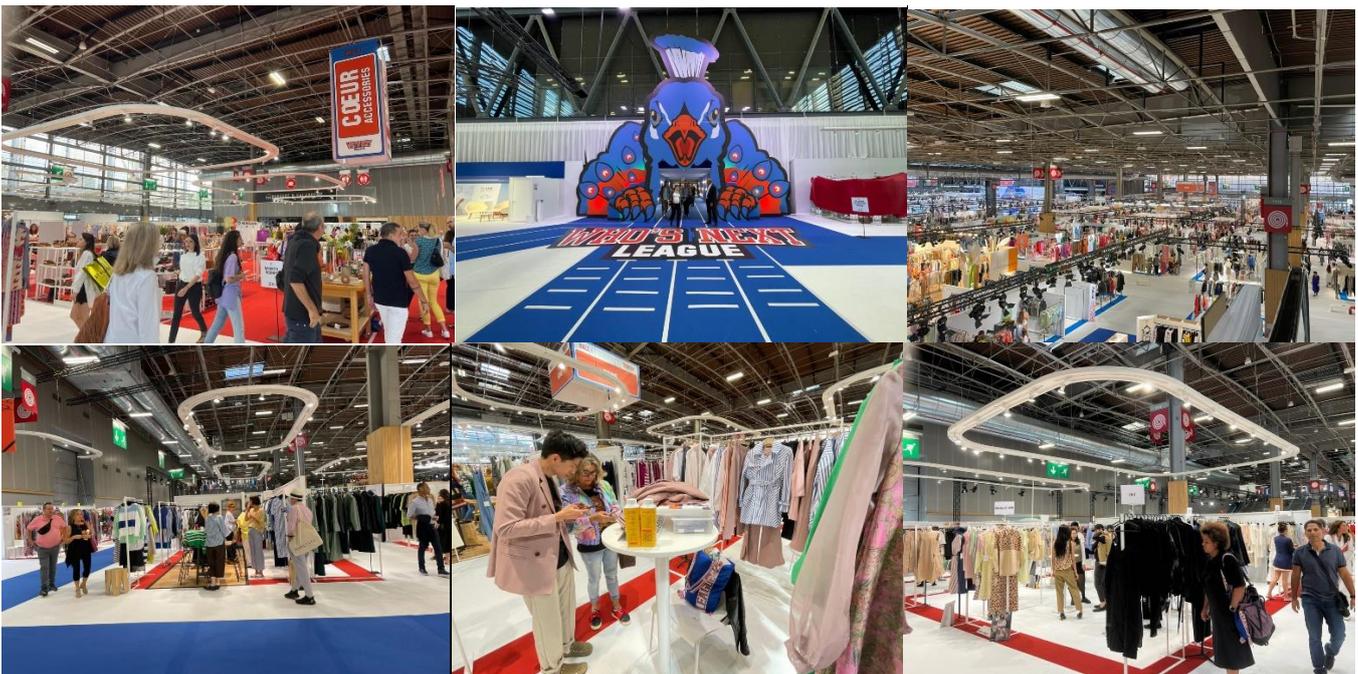
## KEY FIGURES

### Exhibitors:

- More than **1000** brands, of which **37%** were attending for the first time
- A balanced offer with **48%** ready-to-wear and **52%** accessories.
- **48%** France - **52%** International
- **Top 5 countries:** Spain, Italy, India, Greece, Germany
- **50%** more brands than in September 2021
- **80** brands on IMPACT, including **25%** new products
- **150** brands at Bijorhca, **25%** of which are new

### Visitors:

- **+30%** more visitors than in September 2021
- **74%** from France - **26%** from abroad
- **Top 5 countries:** Belgium, Italy, Spain, Switzerland, Germany
- **22 %** of new buyers
- **68%** buyers among visitors



# 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  
Zaiando

## 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  
Acquaguit

## 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

PREMIERE CLASSE IN A FEW WORDS

*Fashion Week, Creators, Crafts, Know-How, Community, Fashion*



#### SINCE WHEN

1999

#### WHEN

Twice a year, in March and October, during Women's Fashion Week in Paris.

#### WHERE

In the heart of the Tuileries garden in Paris

#### WHAT

Premiere Classe is the unmissable fashion accessory event during Paris Fashion Week. For 30 years, the event has been unveiling the accessory trends of the coming season and the young designers who will make tomorrow's fashion.

Recognized for its high-end selection, the event presents designers of jewelry, shoes, leather goods, textile accessories and other accessories specially chosen for their creativity, originality and style. A ready-to-wear selection completes the Premiere Classe premium offer.

#### HOW MUCH

The event presents nearly 450 brands and designers specially chosen for their creativity, originality and style.

#### FOR WHO

Presenting the new collections of Accessories and Ready-to-Wear designers to fashion professionals during Paris Fashion Week, Premiere Classe is mainly aimed at buyers from all over the world. Agents, journalists, buying offices, stylists, schools, trend offices, all meet at this great gathering to discover the creative trends of the market.

EXHIBIT AT PREMIERE CLASSE

#### THEY HAVE EXHIBITED AT PREMIERE CLASSE

5 octobre, Amédée Paris, Amrose, Anthony Peto, Aris Geldis, Atelier Mercadal Paris, Avril Gau, Béton Ciré, Bonne Maison, Bosabo, Campomaggi, Chie Mihara, Claramonte, Clio Goldbrener, Collection Privée, Courtis Paris, Djula, Dotz, Dragon, Elkosi Dyo, Elena Feldt, Ephyre Paris, Epice, Eugene Riconneaus, Gas Bijoux, Grenson, Hayley Menzies, Herbert Frere Soeur, Hypso, Jack Gomme, Jamin Puech, Leo Atlante, Louise Hendricks, Louvreuse, Lovat & Green, Lumi, Lovingstone, Macon & Lesquoy, Maison Boinet, Maison Fabre, Mapoesie, Maria La Rose, Marianna Ladreyt, Marie Laure Chamorel, Medecine Douce, Meher Kakalia, Mexicana, Mii, Moismont, My Bob, Nach, Paraboote, Philippe Audibert, Philippe Ferrandis, Room Service, Repetto, Sans Arcidet, Sartore, Satellite Paris, Shourouk, Tityarav, Toasties

SEE BRANDS PREMIERE CLASSE

# 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**



**Who's Next.**

Reference: WSN Community