



SUMMER SESSION
30/06-
03/07/
2012

Porte de
Versailles
Paris

www.whosnext.com

FAME
PRIVATE
MR. BROWN
PREMIERE CLASSE
LE CUBE
MESS AROUND

**WHO'S
NEXT 12**
PRÉT À
PORTER
PARIS

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WHO'S NEXT AND PRÊT-À-PORTER PARIS

PRÊT-À-PORTER PARIS WAS LAUNCHED IN 1960 BY THE FÉDÉRATION FRANÇAISE DU PRÊT-À-PORTER (FRENCH FEDERATION FOR READY-TO-WEAR) SO AS TO CREATE AN INTERNATIONAL EVENT PRESENTING THE INTERNATIONAL FASHION OFFER. DURING MORE THAN 50 YEARS, THE TRADE SHOW GATHERED 1,200 EXHIBITORS TWICE A YEAR.

WHO'S NEXT WAS CREATED IN 1994 BY XAVIER CLERGERIE AND BERTRAND FOÄCHE, WSN DEVELOPPEMENT'S TWO CEOS. THE WORLD OF FASHION HAD ALREADY HEARD ABOUT XAVIER CLERGERIE AND BERTRAND FOÄCHE WHEN THEY'D CREATED PREMIERE CLASSE IN 1989, THE FIRST TRADE SHOW TO PRESENT ALL KINDS OF FASHION ACCESSORIES, FROM SHOES TO SCARVES, GLOVES, HATS, JEWELS AND BAGS.

AT THE BEGINNING, WHO'S NEXT PRESENTED MOSTLY URBAN BRANDS BUT LITTLE BY LITTLE, THE SELECTION OPENED UP AND IN SEPTEMBER 2011 THE WOMENSWEAR OFFER REPRESENTED MORE THAN 70 % OF THE TRADE SHOW OFFER.

WHO'S NEXT AND PREMIERE CLASSE TOOK PLACE AT THE SAME TIME OF THE YEAR, IN JANUARY AND SEPTEMBER AT PORTE DE VERSAILLES SINCE 2004, RIGHT NEXT TO PRÊT-À-PORTER.



THE BIRTH OF WHO'S NEXT PRÊT-À-PORTER PARIS

SINCE LAST MAY, THE WHOLE ORGANIZATION HAS CHANGED. WSN DEVELOPPEMENT, THE COMPANY BEHIND THE ORGANIZATION OF WHO'S NEXT BOUGHT OUT SODES, THE COMPANY IN CHARGE OF PRÊT-À-PORTER. THIS MERGER GAVE BIRTH TO A NEW ENTITY:

WHO'S NEXT PRÊT-À-PORTER PARIS

THIS EVOLUTION IS THE RESULT OF SEVERAL DECISIONS:

- > TO TURN OUR TRADE SHOW INTO AN INTERNATIONAL AND ESSENTIAL MEETING POINT FOR ALL FASHION PROFESSIONALS.
- > TO CONFIRM PARIS' ROLE AS AN INTERNATIONAL CAPITAL OF FASHION
- > TO CLARIFY THE OFFER BY CREATING A SINGLE AND FEDERATIVE EVENT
- > TO PRESENT A UNIQUE AND ECLECTIC SELECTION OF BRANDS



WHO'S NEXT 12 WHO'S NEXT PRÊT-À-PORTER PARIS

PRÊT-À-PORTER
PARIS

PRESENTATION OF WHO'S NEXT PRÊT-À-PORTER PARIS

WHO'S NEXT PRÊT-À-PORTER PARIS HAS NOW BECOME THE GREATEST FASHION TRADE SHOW IN THE WORLD INCLUDING ALL THE FASHION SECTORS:

- > WOMENSWEAR
- > URBAN AND MENSWEAR
- > FASHION ACCESSORIES
- > SHOES
- > SMALL LEATHER GOODS AND LUGGAGE
- > JEWELS

2,500 FASHION BRANDS WORLDWIDE, 40% FROM ABROAD

2 SESSIONS A YEAR: JANUARY & JUNE

1 SINGLE ACCESS BADGE

120,000 SQM OF EXHIBITING SURFACE

65,000 VISITORS, 35% INTERNATIONALS

1,000 JOURNALISTS

AN INTERNATIONAL REPUTATION

MORE THAN 20 AGENTS AROUND THE WORLD

THE ONE AND ONLY MEETING POINT FOR ALL FASHION PROFESSIONALS



VISITORS

65 682 VISITORS

1,000 JOURNALISTS
(PRINT MEDIAS, TELEVISION, BLOGGERS)

INTERNATIONAL INFLUENCE

FRANCE
EUROPE
ASIA
AMERICA
MIDDLE-EAST
AFRICA
OCEANIA



JANUARY 2012 PORTE DE VERSAILLES MAP

THE WHO'S NEXT PRÊT-À-PORTER PARIS OFFER IS DISPATCHED UP INTO SIX DISTINCT AND COMPLEMENTARY AREAS: FAME, PRIVATE, MR. BROWN, PREMIERE CLASSE, LE CUBE, MESS AROUND.

PRIVATE HALL 7

PRIVATE WELCOMES ALL WOMENSWEAR BRANDS.

HALL 3 MR. BROWN

MORE THAN 300 CLOTHING, SHOE AND ACCESSORY BRANDS, URBANWEAR + MENSWEAR .

FAME HALL 4

FAME GATHERS THE MOST CREATIVE INTERNATIONAL WOMENSWEAR BRANDS.

HALL 2.2 LE CUBE

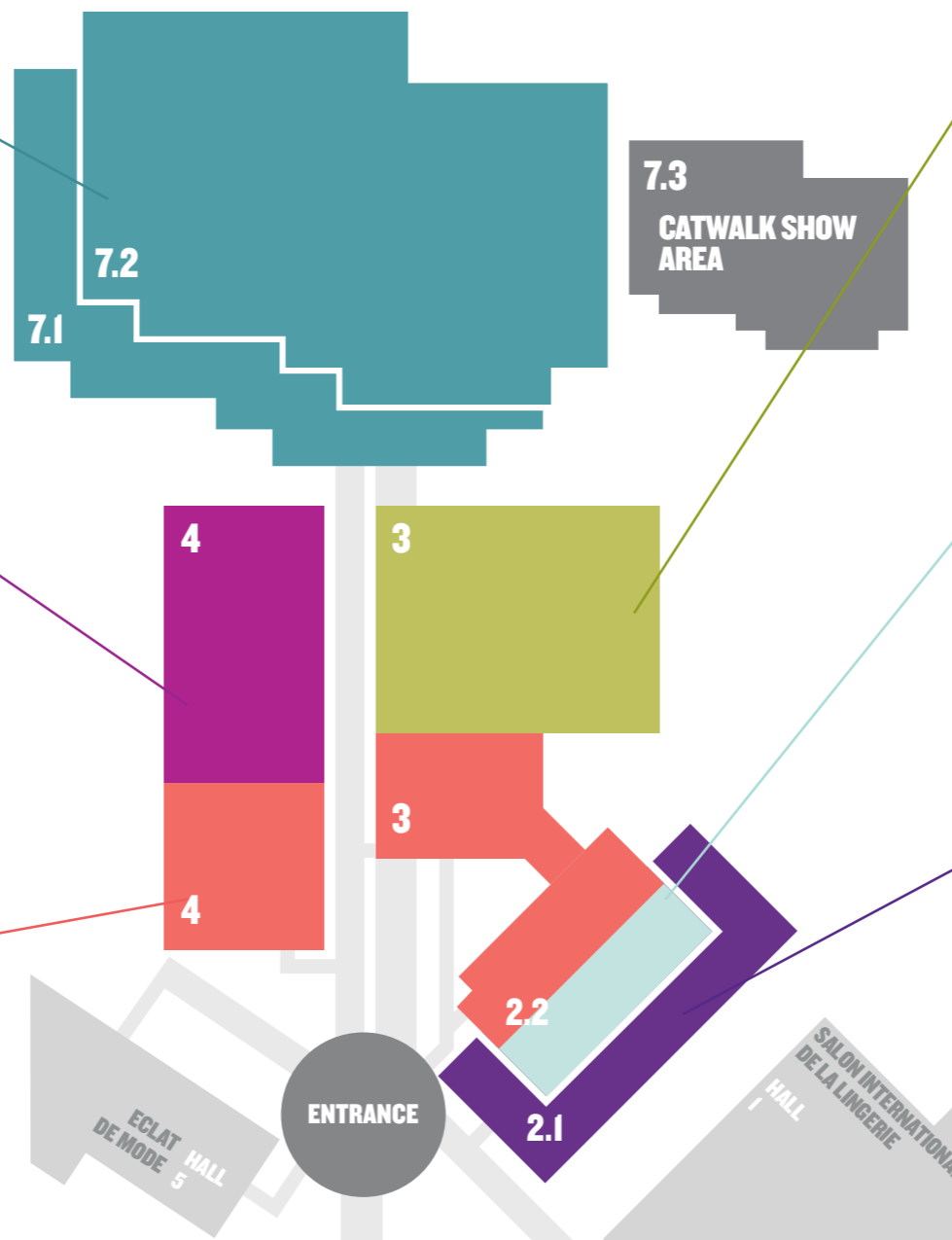
LE CUBE GATHERS THE LEATHER GOOD OFFER AT PORTE DE VERSAILLES.

PREMIERE CLASSE HALL 4 / 3 / 2.2

THE INTERNATIONAL MEETING POINT FOR FASHION ACCESSORIES.

HALL 2.1 MESS AROUND

MESS AROUND IS AIMED AT SHOE PROFESSIONALS.



MAP FOR JUNE/JULY 2012 WILL BE REVEALED IN APRIL/MAY AND MIGHT DIFFER FROM THIS ONE.

WHO'S NEXT 12 THE TRADE SHOW AREAS

PRÉT À PORTER
PARIS

FAME

FAME IS AN EXCLUSIVE SELECTION OF HIGH-END WOMENSWEAR BRANDS. INTENTIONALLY LIMITED TO 200 EXHIBITORS EACH SEASON AND A MUST FOR RETAILERS AND BIG DEPARTMENT STORES LOOKING FOR EXCLUSIVE AND TOP-OF-THE-RANGE PRODUCTS.

THE CONSTANTLY RENEWED SELECTION OF BRANDS MAKES IT A TRUE TRENDSETTER.



WHO'S NEXT 12 THE TRADE SHOW AREAS

PRÉT-À-PORTER
PARIS

A FEW BRANDS EXHIBITED IN FAME



AMERICAN RETRO



BÉRÉNICE



MANOUSH



SESSUN

WITHOUT FORGETTING:

32 PARADIS POUR SPRUNG FRÈRES, DAY BIRGER ET MIKKELSEN, ESSENTIEL, FALIERO SARTI, LAURENCE DOLIGÉ, OSKLEN, SANDRINA FASOLI, SITA MURT, SOFIE D'HOORE, SWILDENS...

PRIVATE

THE PRIVATE AREA GATHERS MOST OF THE TRADE SHOW'S WOMENSWEAR OFFER WITH MORE THAN 800 EXHIBITORS. IMAGINED AS A PROGRESSIVE ROUTE, IT PRESENTS CONTEMPORARY AND COMMERCIAL COLLECTIONS BY MARKET SEGMENT:

- > LES INTEMPORELLES (TIMELESS): THE CHIC AND CLASSIC WOMENSWEAR BRANDS
 - > LES FANTAISIES (ECCENTRIC): THE MORE EXTRAVAGANT WOMENSWEAR BRANDS PLAYING WITH PRINTS AND COLORS.
 - > LES CREATIVES (CREATIVE): THE CREATIVE WOMENSWEAR BRANDS THAT INCLUDE DETAILS, SUPERIMPOSITIONS AND ORIGINAL CUTS...
 - > LES CREATEURS (DESIGNERS): THE WOMENSWEAR OFFER COMPLEMENTING THE FAME AREA.
 - > L'EVENING WEAR (EVENINGWEAR): COCKTAIL COLLECTIONS FOR DAY OR NIGHT TIME, FROM AFFORDABLE TO HIGH-END COLLECTIONS
- THE DIVERSE AND CONSISTENT OFFER AIMS AT MEETING THE EXPECTATIONS OF THE GLOBAL MARKET.



PRIVATE ACCESSOIRES

PRIVATE ALSO INCLUDES ACCESSORIES: PRIVATE ACCESSOIRES GATHERS A COLLECTION OF THE SEASONS'S BEST-OF PRODUCTS COMPLEMENTING THE PRÊT-À-PORTER OFFER.



WHO'S NEXT 12 THE TRADE SHOW AREAS

PRÉT-À-PORTER
PARIS

A FEW BRANDS EXHIBITED IN PRIVATE



LES INTEMPORELLES
(TIMELESS)
DEVERNOIS, COLB,
ROBERTO NALDI,
BRANDTEX, FUCHS
& SCHMITT, GUESS
BY MARCIANO...



LES FANTASIES
(EXTRAVAGANT)
DIDIER PARAKIAN,
FUEGO, PAUSE
CAFE, DERHY...



LES CRÉATIVES
(CREATIVE)
MAIS IL EST OU LE
SOLEIL?, ET COMPA-
GNIE, ELISA CAVA-
LETTI, FLEUR DE
SEL, LAUREN VIDAL...



LES CRÉATEURS
(DESIGNERS)
AMERICAN VINTAGE,
LA FEE PARISIENNE,
LA FEE MARABOUTEE,
YERSE...



L'EVENTING WEAR
(EVENINGWEAR)
ANOUSHKA G,
BERNSHAW, REVE,
MIMOSA DUBAI,
OZLEM SÜER



PRIVATE
ACCESSOIRES
ANGIOLO FRASCONI,
FERRUCCIO VECCHI,
FY FAUCOGNEY,
OLIMPIA, PICARO'S...

WITHOUT FORGETTING:

ANNETTE GOERTZ, CREAconcept, ELEMENTE CLEMENTE, EL INTERNATIONALE - CONCEPT K, GEMMI, GIZIA, HELENA SOREL, INDIES, LAUREL, LEVINSKY, STELLARITTWAGEN, WIJN-ANTS, UNZE, GLOVES...

WHO'S NEXT 12 THE TRADE SHOW AREAS

PRET A PORTER
PARIS

MR. BROWN

MR. BROWN GATHERS MORE THAN 300 FASHION, SHOE AND ACCESSORY BRANDS REFLECTING TWO COMPLEMENTARY MARKET SEGMENTS: MENSWEAR AND URBANWEAR, GATHERED IN ONE SAME HALL, AT THE HEART OF PORTE DE VERSAILLES.

THE URBAN AREA IS A FANTASTIC EXPRESSION SCENE FOR COLLECTIONS (BOTH FOR MEN AND WOMEN) BY DENIM, LIFESTYLE SPORT AND STREETWEAR INTERNATIONAL LEADERS AS WELL AS YOUNG LABELS. BUYERS WILL DISCOVER THE LATEST PRODUCTS AND THE SEASON'S "IT" ITEMS.

THE MEN'S AREA GATHERS SPORTSWEAR, VILLE (CITY) AND AUTHENTIQUE (AUTHENTIC) COLLECTIONS. THE RICH AND ECLECTIC OFFER AIMS AT PROVIDING VISITORS WITH A MODERN VISION OF THE URBAN FIGURE.



WHO'S NEXT 12 THE TRADE SHOW AREAS

PRET A PORTER
PARIS

URBAN BRANDS EXHIBITED IN MR.BROWN



G-STAR RAW



DESIGUAL



CONVERSE



PUMA

WITHOUT FORGETTING:

PEPE JEANS, MET IN JEANS, FREESOUL, SALSA, LE TEMPS DES CERISES, FREEMAN T. PORTER, KAPORAL, ELEVEN PARIS, JACK & JONES, ONITSUKA TIGER, EVERLAST, PF FLYERS, NEW BALANCE, HAVAÏANAS, PULL-IN, RADII, PAUL FRANK...

WHO'S NEXT 12 THE TRADE SHOW AREAS

PRÊT À PORTER
PARIS

PREMIERE CLASSE

PREMIERE CLASSE IS THE INTERNATIONAL MEETING POINT FOR INTERNATIONAL FASHION ACCESSORY DESIGNERS AT PORTE DE VERSAILLES AND THE MARKET'S REFERENCE PLATFORM. 600 BRANDS ARE REPRESENTED EACH SEASON.

PREMIERE CLASSE IS DISPATCHED UP IN THREE HALLS ACCORDING TO THE THREE MAIN ACCESSORY SECTORS: SHOES IN HALL 3 FACING MR.BROWN'S SHOE SELECTION, JEWELS IN HALL 4 FACING THE FAME AREA, THIS OFFER COMPLEMENTING THE READY-TO-WEAR OFFER, AND BAGS IN HALL 2.2 FACING LE CUBE, THE AREA DEVOTED TO LEATHER GOODS. COLLECTIONS OF HATS, SCARVES, BELTS, UMBRELLAS AND GLOVES ALSO ENHANCE THIS OFFER.

THE EFFORTS WE MAKE TO PRESENT, TWICE A YEAR, A VERY CAREFULLY SELECTED OFFER OF PRODUCTS WITH A HIGH BUSINESS AND CREATIVE POTENTIAL SPEAK FOR PREMIERE CLASSE'S SUCCESS. SPECIAL EVENTS, NOMAD LOUNGE AND POP UP AREAS REVEAL NEW TALENTS AND ILLUSTRATE TOMORROW'S LEADING TRENDS.



BRANDS EXHIBITED AT PREMIERE CLASSE



BABYLONE



MELISSA



ARIDZA BROSS



STETSON

WITHOUT FORGETTING:

JEWELLERY: 5 OCTOBRE, DELPHINE B1, N2, TATTY DEVINE... **SHOES** JB MARTIN SIGNATURE, PUNTO PIGRO, CHIE MIHARA, UNITED NUDE... **FUR** LEA CLEMENT... **BAGS** HERVE CHAPELIER, ESTELLON, LIEBESKIND, YVONNE YVONNE, BRONTIBAY... **SCARVES** ERFURT, 813 OTTOTREDICI... **GLOVES** MAISON FABRE... **HATS** PEMA...

LE CUBE

THIS AREA FOCUSES ON LEATHER AND LUGGAGE BY GATHERING ALL THE SECTOR'S ACTORS: SMALL LEATHER GOODS DESIGNERS, LUGGAGE AND TRAVELING ACCESSORY MANUFACTURERS AS WELL AS BAG BRANDS. IT'S AIMED AT A SPECIALIZED RETAIL NETWORK.



BRANDS EXHIBITED IN LE CUBE



FOSSIL



LEONHARD HEYDEN



LANZETTI



TAVECCHI



DESMO



RONCATO

WHITHOUT FORGETTING:

JOST, POLICE, SILVIANO BIAGINI / ANTONY GROUP SRL, ATELIER MARCHAL, HIGHWAY, ABBACINO, GIANNI CHIARINI, JUMP, DOT'S DROP, LEXON, MAKE EVERYDAY HAPPY, CLAVELLOUX DIFFUSION, SENZ PARAPLUIES, POIS A LA LIGNE , SABATIER...

MESS AROUND

MESS AROUND IS THE INFORMATION AND BUSINESS CENTER FOR SHOE PROFESSIONALS. GATHERING MORE THAN 300 WOMEN'S, MEN'S AND KIDS' BRANDS, MESS AROUND, AS A TRUE PROFESSIONAL TRADE SHOW, TARGETS ALL TYPES OF CONSUMERS AND ANSWERS THE NEEDS OF ALL THE FASHION RETAILERS. A RICH, DIVERSE AND HIGHER-END OFFER, WITH A FOCUS ON KNOW-HOW THAT GATHERS THE SECTOR'S VARIOUS ACTORS FOR A VERY RELEVANT AND DISTINCTIVE EVENT. MESS AROUND ALSO INCLUDES MINI MESS, THE LARGEST TRADE SHOW FOR KIDS' SHOES IN EUROPE.



BRANDS EXHIBITED IN MESS AROUND



AIGLE



KICKERS



MOSCHINO



PETIT BATEAU

ALSO IN MESS AROUND:

SNIPE, MACHIN MACHINE, ALLROUNDER, BUGGY, CAMPOBELLO, CONVERSE, CTC DKODE, EL NATURALISTA, FLORIAN WERNERT, G-STAR RAW FOOTWEAR, GARANT, GREENFIT, GROUND FIVE, LES TROPEZIENNES PAR M. BELARBI, MEPHISTO, MISS MARGOT, PATRICK, PIXIE SHOES, REPLAY, ROCKPORT, S.OLIVER, SAICARA, SHOEBOY'S, THE SHOE STORY, TOSCA BLU, ULTRAFICIEL, US POLO ASSN, VANEAU BY VANEAU, VANILLA MOON, UNISA, W.A.G, W6YZ...

MINI MESS :

AIGLE KIDS, ASTER, BISGAARD, BLOCH KIDS, BOPY, CATIMINI, CHIPIE, GBB,, HISPANITAS CHILD, INCH BLU, KENZO, MARIAN, MARQUET, MEL, MOD8, NATURINO, NEW BALANCE KIDS, PALLADIUM, PLDM BY PALLADIUM, PRIMIGI, RONDINELLA, STONES AND BONES ...

WHY BECOME AN EXHIBITOR AT WHO'S NEXT PRÉT-À-PORTER PARIS?

-
- > A REFERENCE AND AN ESSENTIAL EVENT FOR BUYERS AROUND THE WORLD
 - > A WAY OF TARGETING BOTH THE EUROPEAN AND AMERICAN MARKETS
 - > CREATION AREAS ADAPTED TO EVERY BRAND
 - > A TRADE SHOW IMAGINED TO PROVIDE BUYERS WITH THE BEST POSSIBLE VISIT
 - > THE PROMOTION OF ALL THE AREAS THANKS TO SPECIAL EVENTS
 - > A HIGH-QUALITY AND ECLECTIC OFFER FAVORING BUSINESS FOR ALL THE BRANDS
 - > EVENTS WITH HIGH MEDIA COVERAGE SUCH AS THE WHO'S NEXT CATWALK SHOW OR TREND FORUMS, WHICH ARE A GREAT OPPORTUNITY TO BOOST THE BRANDS' EXPOSURE ON THE TRADE SHOW.

WHO'S NEXT
WOMEN
PRÊT À PORTER
PARIS

FAME
PRIVATE
MR. BROWN
PREMIERE CLASSE
LE CUBE
MESS AROUND

YOUR DEDICATED AGENT IN CHINA & HONG KONG:
MPTW INTERNATIONAL

MANIX WONG

23, RUE SCHEFFER,
ETAGE 7, PORTE 2
75016 PARIS - FRANCE
MPTW@MPTWINTERNATIONAL.COM
T. +33 1 42 57 89 62