

2022 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。與疫情共存之下，歐美生活逐漸正常化，市場買氣復甦，去年 9 月參觀人次約 30000 人次，參觀買主 74%來自法國當地(南法)，26%來自法國以外的國際地區，歐洲前五大參觀比例依序排名為：比利時、西班牙、義大利、德國、瑞士。

2022 年 WHO'S NEXT 於 9 月 2 日至 5 日 於巴黎凡爾賽門展覽中心 (Porte de Versailles, Paris) 以 4 天 B-to-B 專業商貿展(Trade Show) 舉行，為有效協助我參展品牌現場接待與接單，並且同步掌握歐洲市場復甦商機。參展品牌國際曝光率及能見度佳，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)：2022 年 9 月 2 日至 5 日

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

■展會官網：www.whosnext-tradeshow.com

■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 2022 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:2023SS)

■承辦人：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; 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: _____) 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、處理及利用您的個人資料。

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.

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.

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
Melum
Robinson and co
Pois
Far eastern
Melum 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

1989

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, Cléo Goldbrener, Collection Privée, Courtois Paris, Djula, Dotz, Dragon, Eikosi Dyo, Elena Feidt, 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, Paraboot, Philippe Audibert, Philippe Ferrandis, Room Service, Repetto, Sans Arcidet, Sartore, Satellite Paris, Shourouk, Tityaravy, Toasties

SEE BRANDS PREMIERE CLASSE