

Beat: Business

## WHOS NEXT - PREMIERE CLASSE - INTERNATIONAL FASHION TRADE SHOWS

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**USPA NEWS** - WHO'S NEXT & PREMIERE CLASSE, those trade shows act as a real introduction to fashion week at the end of September. A selection of it-products that will undoubtedly make their way into people's wardrobes...

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### WHO'S NEXT

Porte de Versailles (Paris) an Exhibition area for French and international Design :

- Over 2000 Ready-to-wear and fashion accessory brands

- 5 areas:

Fame (1), the "traditional" choice of young designers and creative, well-known international brands.

Private (2) and Trendy (3), for the modern high-end or more affordable collections, respectively.

Urban (4), offers men and women's denim and streetwear looks

And ready-to-wear brands at the "heart of the market" come together in Studio (5).

FAME 250 brands: A must-see for over 10 years for ready-to-wear brands and designers, FAME features a selection of young talent as well as more couture designers, under the label ATELIER.

PRIVATE 200 brands: A selection of creative, internationally renowned womenswear brands with strong commercial potential

TRENDY 75 brands: Current and affordable on trend womenswear brands.

URBAN 75 brands: A mix of menswear and womenswear brands showcasing denim and streetwear.

STUDIO 200 brands: The must-have women's ready-to-wear arranged by brand category.

A selection of over 100 young designers

For example :

- Having already been a key platform for brands such as Bash (Fame), Iro (Fame), Manoush (Fame), American Retro (Fame), & les chaussures Veja, les sacs Barbara Rihl (Premiere Classe) "I

- Emily and Fin (Trendy), Jamais Sans Rouge À Lèvres (Trendy), Leinboho (Fame), Les Expatriés (Urban), Suzanne aux Yeux Noirs (Fame), Wehve (Fame), Zistar (Trendy), & MII, 5 Octobre, Amalgam, Muun (Premiere Classe) "I

### PREMIERE CLASSE

Accessory, all the accessories...250 jewellery, 200 footwear, 200 leather goods and 150 mixed accessory brand.

### FROM BY PREMIERE CLASSE

The trade show exclusively dedicated to sourcing and know-how. Focus this season on Africa : loin cloth, wax, ebony, 15 African designers exhibit their expertise and their national customs.

This season opened with a real penchant for prints, layering, colours and all round bold looks.

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