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) “¦
- Emily and Fin (Trendy), Jamais Sans Rouge Ã Lèvres (Trendy), Leinboho (Fame), Les Expatriés (Urban), Suzanne aux Yeux Noirs (Fame), Wehve (Fame), Ziztar (Trendy), & MII, 5 Octobre, Amalgam, Muun (Premiere Classe) “¦

PREMIERE CLASSE
Accesory, 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 ans all round bold looks.

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