

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), Zitzar (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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