

WSN ACADEMY

Learn  Grow  Innovate 

CAPTURE THE ESSENTIALS AND SAVE TIME:
OPTIMIZE YOUR SHOPPING EXPERIENCE ON WHO'S NEXT



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DETERMINE YOUR NEEDS & OBJECTIVES



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WHY CHOOSE WHO'S NEXT IN PARIS?

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TO GO FURTHER



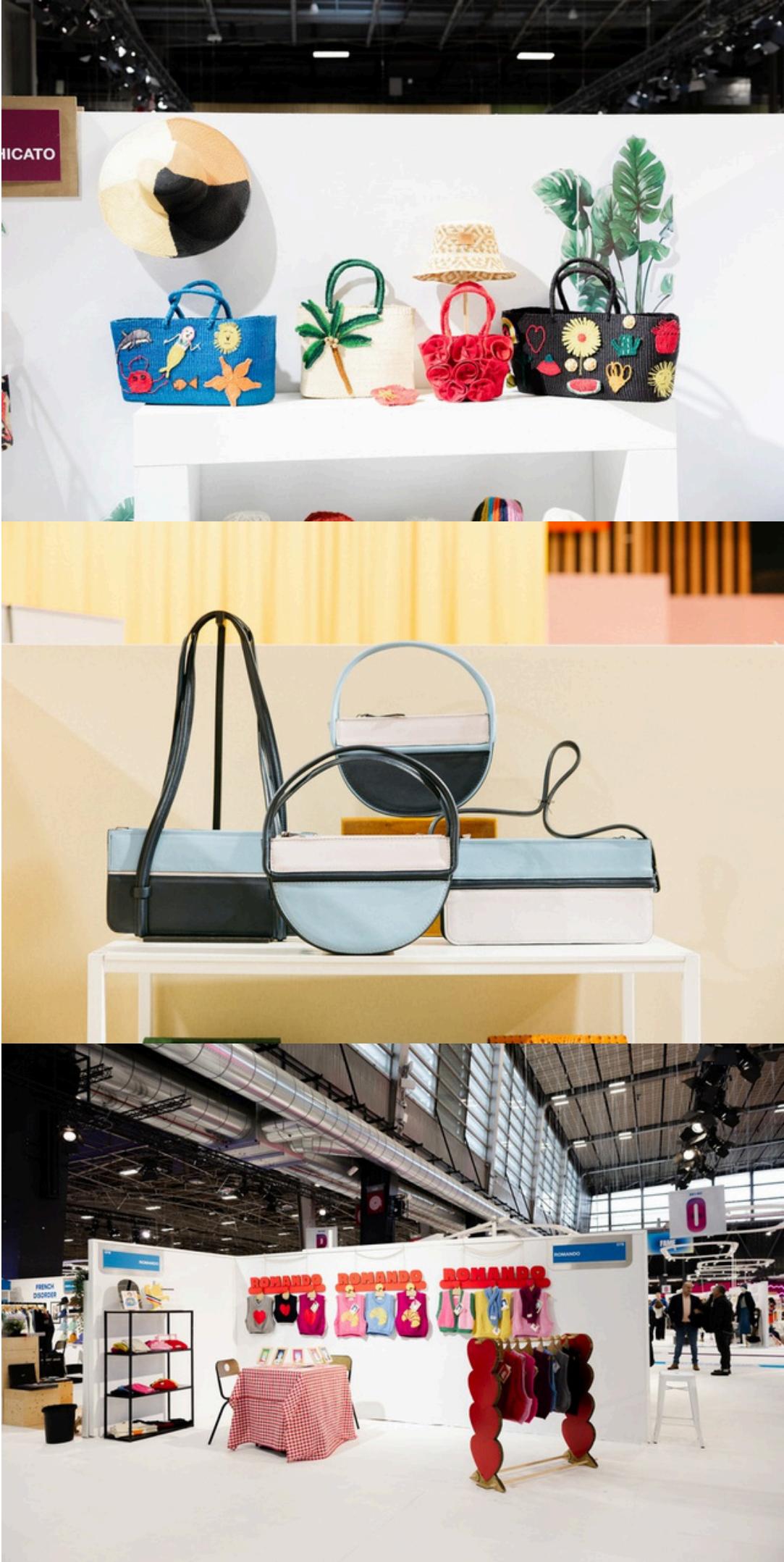
**DETERMINE YOUR
NEEDS AND
OBJECTIVES**



QUESTION YOUR PURCHASING NEEDS

- What are my company's needs?
- What are the objectives to be achieved during the trade fair?
- Are there gaps in the stock of a specific category?
- Are you interested in integrating new international brands?
- Restocking with key suppliers?

Depending on your objectives, define search filters:
products, price, durability, geographical origin...



SET YOURSELF QUANTITATIVE GOALS

Examples:

Meet
5 new brands

Renew
1 order

Fits
3 orders
confirmed

Discover
1 surprising trend

This allows you to organize your time and to know if they are reached after the trade show.





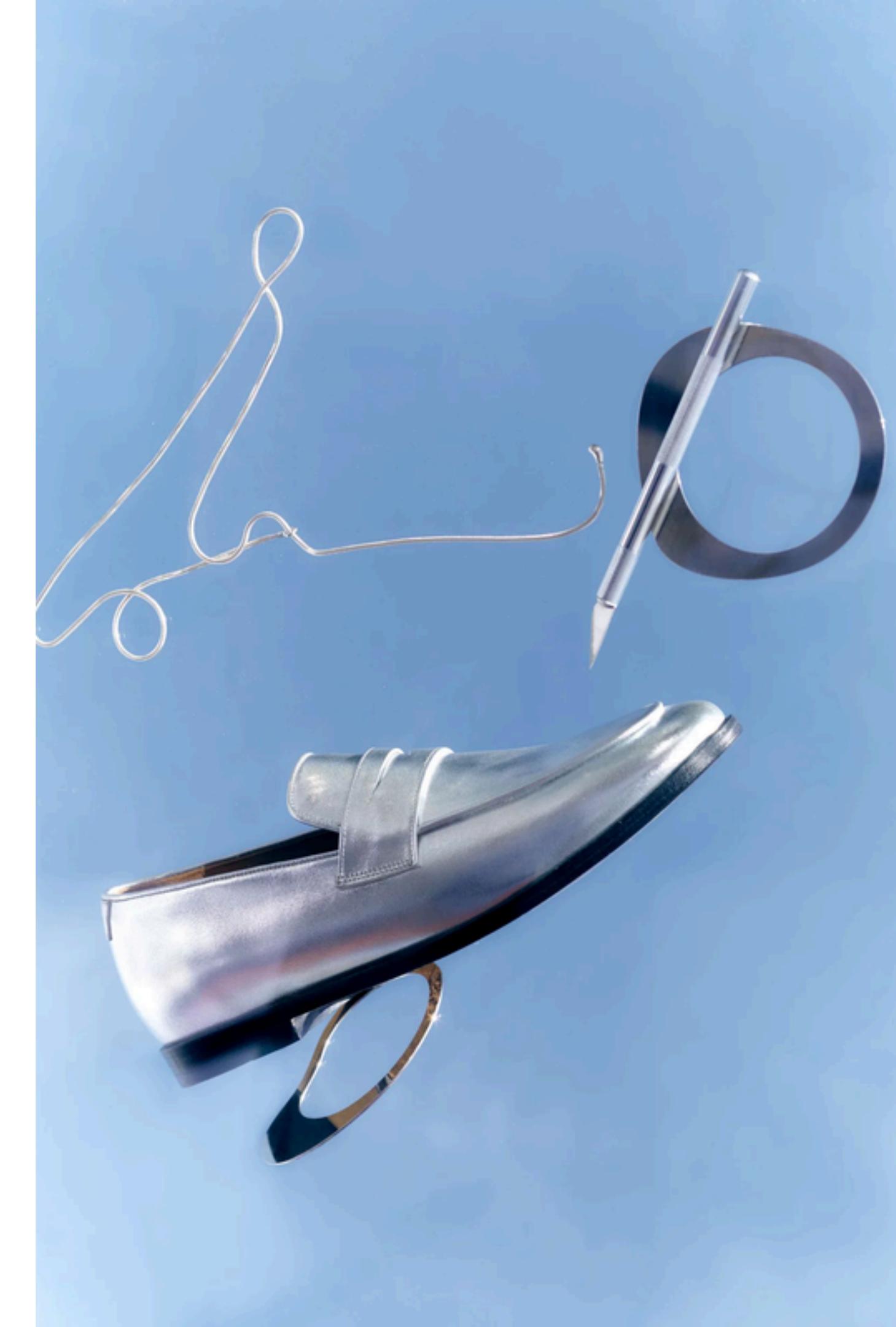
WHY CHOOSE WHO'S
NEXT IN PARIS?



WHY SHOP IN PARIS?

Paris is strategic:

- A prestigious and influential fashion capital. A
- rich ecosystem of brands and designers. Trade
- shows, showrooms and Fashion Weeks.
- Strategic networking and a source of inspiration



WHO'S NEXT: PRODUCT TYPES



DESIGN &
LIFESTYLE

BEAUTY & WELL-
BEING

READY-TO-WEAR

JEWELRY

YOUNG
CREATION

BAGS & LEATHER
GOODS

ETHICAL
FASHION

TEXTILE
ACCESSORIES

SHOES

RESORT &
SWIMWEAR



NEW SECTOR: WHO'S NEXT HOME



TABLEWEAR



TEXTILE



MODE LIFESTYLE



HIGH TECH



DECORATION



LAMPS



ACCESSORIES

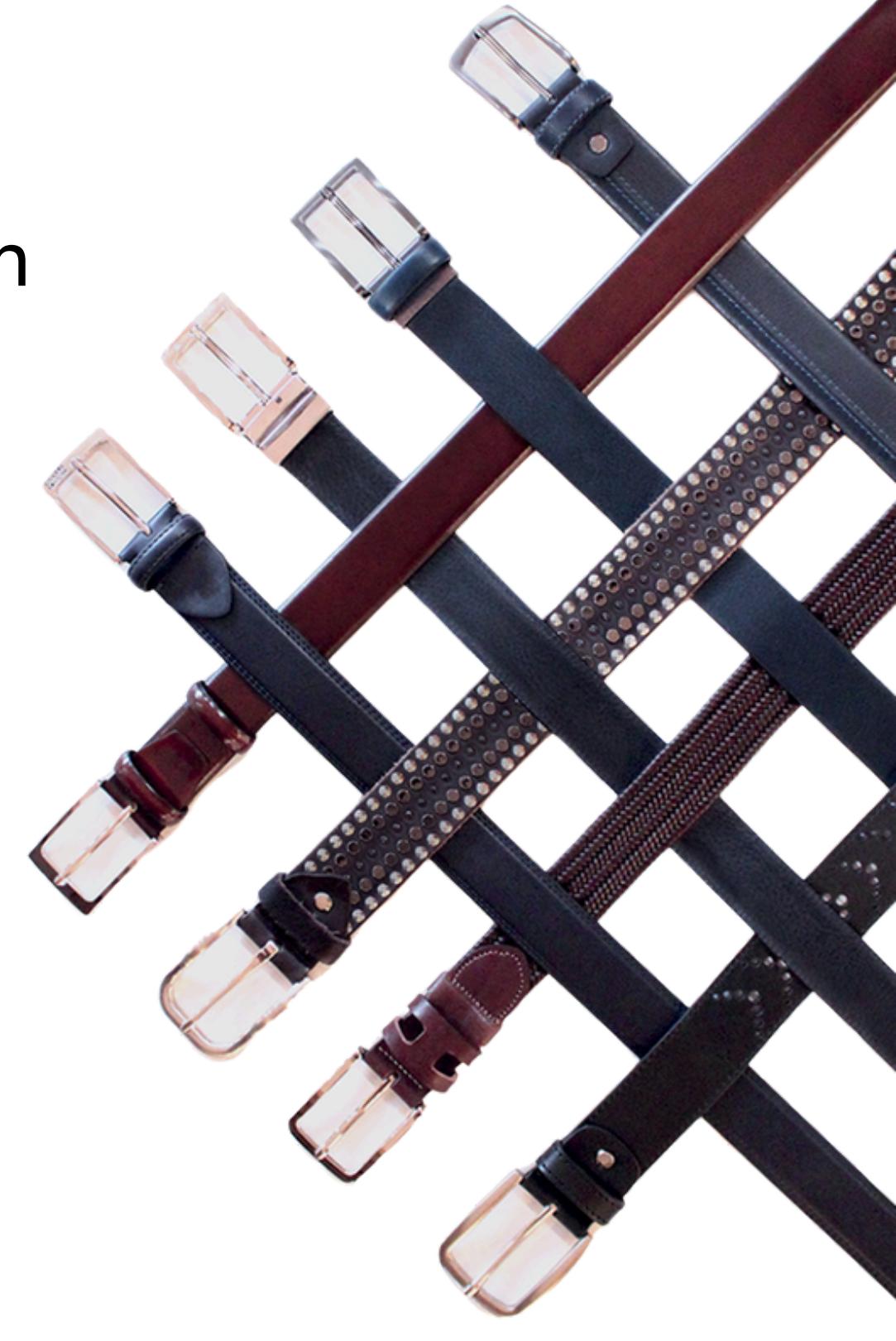


CANDLES

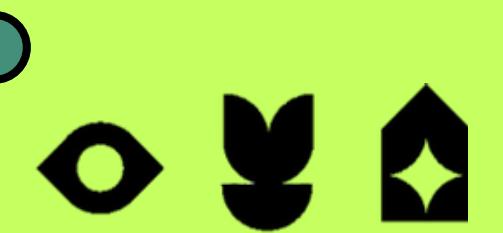
YOUR BRANDED COLLECTION WITH WHO'S NEXT



Discover our exhibitors
producing white label products
and develop a branded collection
in the name of your store.



Discover it at Interfilière Paris.



**ORGANIZE
ARRIVAL**





PLAN YOUR VISIT

- Opening hours: Saturday/Sunday 9am-7pm & Monday 9am-6pm.
- Peak hours: 10am-3pm
- How to choose which day(s) to come to the show?



SHOULD I COME ALONE OR IN A GROUP?

Bringing colleagues allows you to:

- Split up and move around the show faster.
- Combine complementary expertise.
- Share tasks (note-taking, photos, etc.).
- Invite a translator if needed.

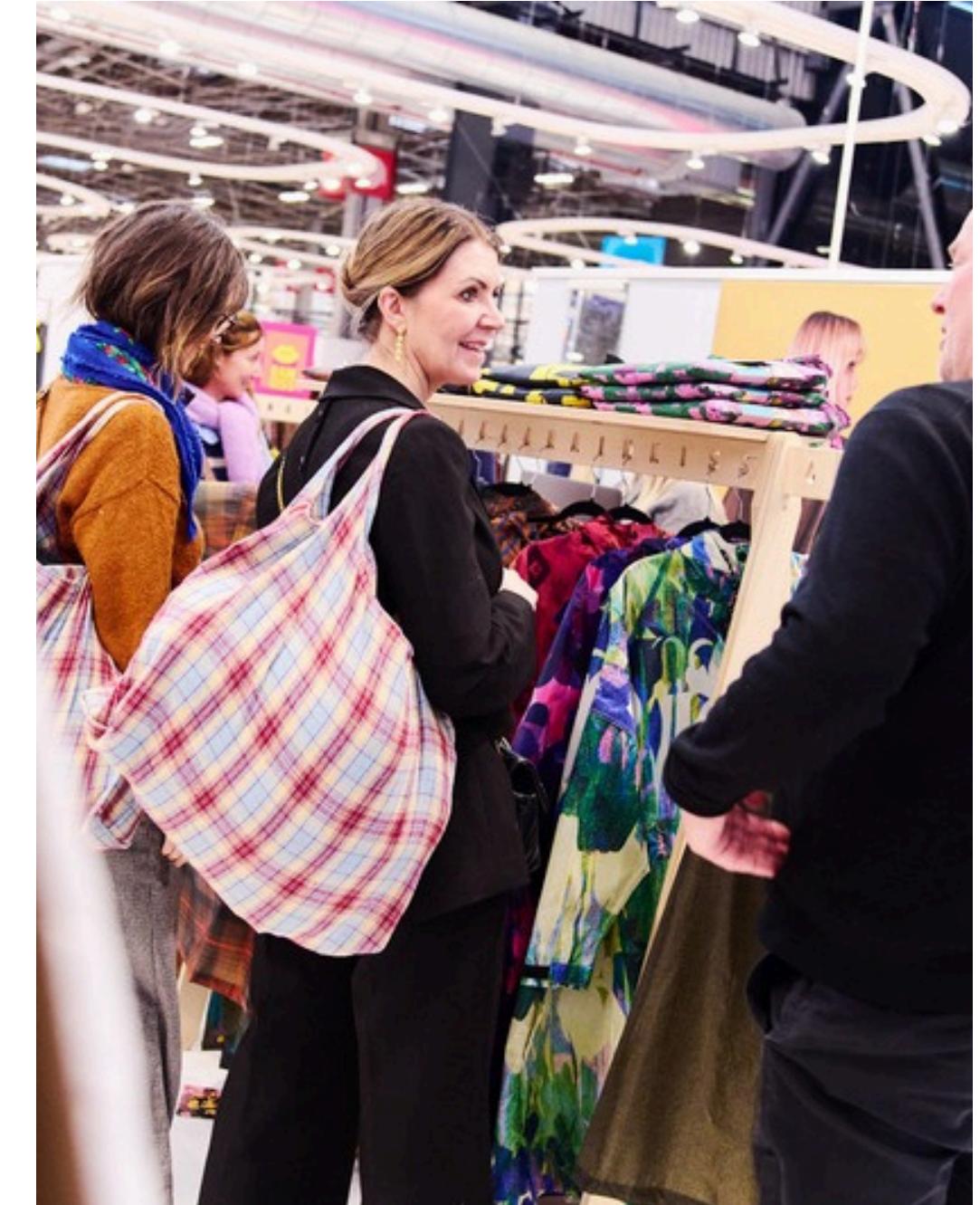
However, this represents a cost and requires organization.



DIVIDE YOUR TIME FOR A PRODUCTIVE DAY



Morning	Appointment made in advance (more alert, fewer people)
Midi	Rapid identification in target areas
Afternoon	Follow-up, rest and recharge time, conferences



Allow 15-minute intervals between appointments for walking, taking notes, or holding impromptu meetings.



ORGANIZE YOUR VISIT: THE LIST OF BRANDS



▼ Filtres (1) >

Marques	Salon	Catégorie	Pays	
0039 ITALY	WHO'S NEXT	Prêt-a-porter	Allemagne	>
1ER SEPTEMBRE <small>Now</small>	WHO'S NEXT	Prêt-a-porter	France	>

ORGANIZE YOUR VISIT: THE EXPERIENCE PROGRAM



Check out our online program and discover in advance the conferences, forums, exhibitions, cocktails and award ceremonies that will take place at the show.



THE WSN BUYER'S KIT

A practical tool to best prepare for your visit

- Focus on trends with our partner Tagwalk
- List of exhibitors
- Purchase journey:
 - By need: sourcing, picking, sales, niche...*
 - By style: evening, men's, denim...*
- Customized solutions: Ankorstore, PagesMode
- Personalized services
- Visitor Benefits

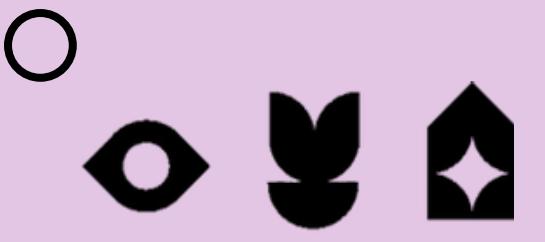
The Buyers Kit will be sent by email the week of July 21st.



**OPPOSITE
STYLE**



+45%
IN FW25 VS FW24

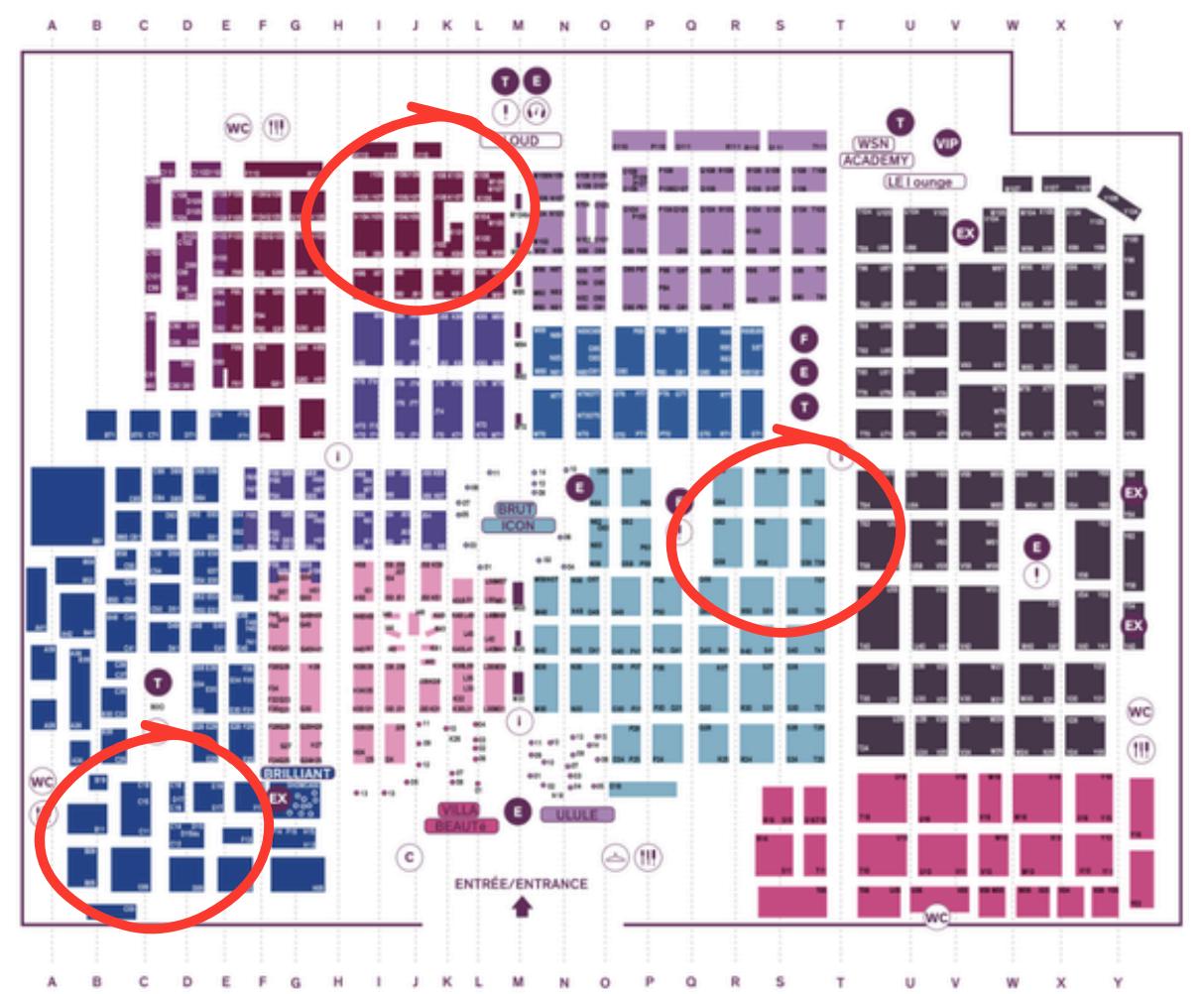


ON SITE



THE CATALOGUE, YOUR ALLY AT THE TRADE SHOW

- A free and essential support item, available for collection upon your arrival at the show.
- Available at the entrance, at the Information points and in the buyer's lounge.
- It contains:
 - The plan
 - The list of brands
 - The conference program
 - Exclusive articles on salon trends

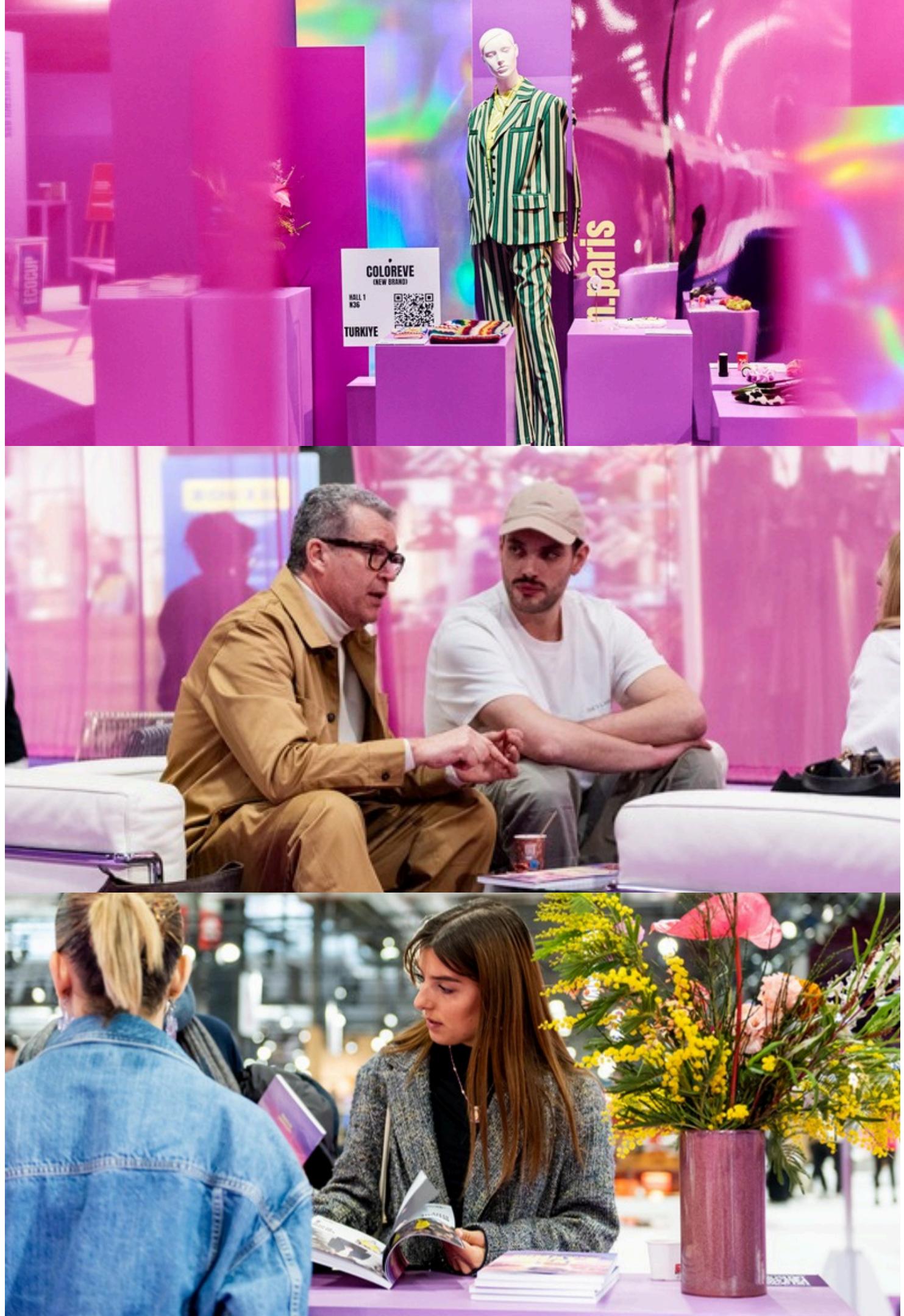


THE BUYERS' LOUNGE

An essential meeting place, open to all buyers (VIP buyers + non-VIP buyers).

Join us in the Lounge to:

- Meet the Buyer Relations team
- Enjoy a meal
- Organize your meetings
- Take a break
- Recharge your phone at NAKI charging stations
- Exclusive gifts
- A selection of key brands





LA WSN ACADEMY SUR WHO'S NEXT

Morning	Masterclass dedicated to exhibiting brands
Midi	Masterclass dedicated to retailers
Afternoon	Masterclass dedicated to new project leaders
All day	One-to-one appointments with our experts (must be booked before the show)



CHECKLIST: TOPICS TO DISCUSS IN MEETINGS WITH PROSPECTIVE BRANDS

- Offer
- Logistics & Production
- Pricing and Margin
- Sales Support
- Values and Brand Strategy

Find a complete list of questions on our checklist sent after the webinar.



TO GO
FURTHER



ANKORSTORE

- Europe's leading platform for direct sales between brands and retailers
- 300k retailers and 30k brands
- 7 categories (groceries, home & decor, kids, ready-to-wear, beauty, stationery, jewelry)
- WSN Partner since 2024



ankorstore



The screenshot shows the homepage of the Ankorstore website. At the top, there's a navigation bar with links for "Accès professionnel", "Mon compte", "Mon panier", and "Panier". Below the header, there's a banner for "La place de marché des commerces indépendants" (The market place for independent businesses) featuring Easter-themed products. The main content area is divided into several sections: "Min. achat 100€ & livraison gratuite" (Min. purchase 100€ & free delivery), "Prix catalogue garantie" (Guaranteed catalog price), "Paiement à 60 jours" (Payment in 60 days), "Marque à la une" (Brand of the week) featuring "Sherbet", and "Nos marques" (Our brands) featuring "Baby Young Things", "Orientale", "Maison du Monde", and "Babyliss Pro". A large call-to-action button at the bottom says "Vous ouvrez votre boutique ?" (Are you opening your own store?).

ANKORSTORE

Register before the show to discover the products of the exhibiting brands and book your appointments in advance.

Joining Ankorstore as a WSN buyer offers you advantageous conditions:

- Minimum purchase of €100
- Free delivery on your first order
- Access to guaranteed professional pricing
- Payment terms up to 60 days



PAGESMODE®

- The first geolocated directory of fashion boutiques in France
- It allows over 2 million users to find where to buy their favorite brands in their city.
- A service dedicated to supporting local businesses, free for retailers.
- It also offers advertising tools and formats to increase visibility.



contact : marketing@pagesmode.com



PagesMode

Liste de marques de l'édition du 6 au 8 septembre 2025

WHO'S NEXT, INTERFILIÈRE PARIS & BIJORHCA



▼ Filtres ▶

Marques	Salon	Catégorie	Pays	
SISTERS DEPARTMENT	WHO'S NEXT	Prêt-à-porter	Portugal	▶
SJ	WHO'S NEXT	Chaussures	Belgique	▶
SOFIA PAPALEXIOU	WHO'S NEXT	Bijoux	France	▶



THANK YOU FOR YOUR ATTENTION

Do you have any questions?
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