PRESS RELEASE
PARIS, 23 JANUARY 2026

ROOM 0126: THE WINNING BET ON TRANSVERSALITY

With five events in one hall from January 17 to 19, 2026, the Porte de Versailles buzzed with a new intensity. By bringing together five major trade shows under the ROOM 0126 banner—Who's Next, Bijorhca, Shoppe Object Paris, the Salon International de la Lingerie, and Interfilière Paris—the WSN group consolidated its ecosystem of solutions in an inspiring atmosphere.

In a context that demands responsiveness and tenacity, visitor numbers were up 5% (compared to January 2025), with attendees coming to discover the collections and innovations of 1,760 brands and suppliers. This edition marks a turning point: the complete breaking down of barriers between the worlds of fashion, decoration, jewelry, and lingerie, offering buyers a global and cross-disciplinary vision that is unique in the world.

“BUSINESS & EMOTIONS”: A LIVELY INDUSTRY AT THE READY

January 2026 will be remembered as the moment when the industry chose to come together. It was the perfect illustration of the strength of the collective. The WSN group, founded more than 35 years ago with Premiere Classe and Who's Next, has completed its transformation. From organizing fashion shows, WSN has now established itself as an anchor for the creative industries.

Hall 7 was transformed into a hotel for three days to welcome its community and re-enchant its business experience. In a complex market, this event has become a vital reflex: brands and retailers find not only products, but above all solutions and inspiration.

The unprecedented synergy between fashion, lingerie, sourcing, and design demonstrates that cross-functionality is a breath of fresh air. Buyers from 139 countries embraced this approach, conducting dynamic buying sessions, driven by a 30% renewal of the offering. WSN succeeded in its goal: to make Paris, for three days, the undisputed capital of positive, resilient, and forward-looking creation.

"This edition is proof that bringing our five communities together creates exponential traction that no single event can generate on its own. The large turnout of major international buyers confirms that this event remains the leader on the world stage. But beyond this performance, it is the incredible positive energy felt by all that made it such a success: the pleasure of discovering a selection and doing business together is central." Frédéric Maus - CEO of WSN

GLOBAL ATTENDANCE:
A UNIQUE DRIVING FORCE

The gathering of the five entities generated qualified attendance, driven by a global offering of 1,760 exhibitors, confirming its global appeal. This unprecedented density attracted decision-makers: nearly 60% of visitors hold senior management or purchasing positions, confirming the relevance of the “One Stop Shop” format for professionals.

Key visitor figures (cumulative for 5 trade shows)
Growth: **+5% visitors** compared to January 2025.
Reach: **40% France / 60% International.**
Diversity: **139 countries** represented.
Renewal: **26% new visitors.**

Breakdown of main areas of interest declared by visitors:
→52% WHO’S NEXT
→20% SALON INTERNATIONAL DE LA LINGERIE
→18% BIJORHCA
→6% INTERFILIÈRE PARIS
→4% SHOPPE OBJECT PARIS

Top 10 countries (excluding France)

→8% ITALY
→6% BELGIUM
→6% SPAIN
→4% UNITED KINGDOM
→4% GERMANY
→3,5% UNITED STATES
→2,5% SWITZERLAND
→2,5% NETHERLANDS
→2% JAPAN
→2% GREECE

Who are they? Top 5 professions:

→48,5% RETAILERS / CONCEPT STORES
→8,5% MANUFACTURERS/WHOLESALERS /IMPORTERS
→6,5% ARTISANS
→5% E-COMMERCE
→5% CONSULTANTS

"For my second edition, WSN has outdone itself. The shopping experience has become seamless and incredibly enjoyable thanks to clear signage. I was blown away by the diversity of the offerings: moving from lingerie with Atelier Amour to design with Serax, while discovering cutting-edge fashion designers, is a unique treasure. I'll be back without hesitation!" **Catalina Maurette – Founder, PROYECTO REPUBLICA (Mexico City & Bogota)**

SHOPPE OBJECT PARIS' SUCCESSFUL ANCHORING

For its first international expansion, Shoppe Object Paris confirmed the relevance of its model in Hall 7.2. The result of a partnership with ANDMORE, this “show within a show” successfully transposed the spirit of its New York parent company while adapting to the European market.

The selection of 80 design and lifestyle brands revealed a dual commercial dynamic: it offered fashion buyers new opportunities for diversification towards concept stores, while attracting a new audience of “Home & Gift” specialists.

The highlight of this edition, Sunday evening brought together the design community, confirming the event's place in the influencers' calendar.

Shoppe Object Paris is already poised for significant growth for the next editions in September 2026 and January 2027, with the firm intention of maintaining the high level of selection that has made it famous.

“The energy and quality of this launch remind me intensely of our very first show in 2018. For us, a professional event must above all remain a human and inspiring experience, a thoughtful space where creators and retailers come together to collaborate around a common narrative.” **Jesse James - Founder and President, Shoppe Object Series, and SVP Creative, Experience & Innovation for Andmore**

DATA & BUSINESS FOCUS SHOPPE OBJECT PARIS:

“Shoppe Object Paris marks an exciting milestone for Serax. After our experience in New York, we are convinced of the power of this format, which combines fashion and lifestyle. This edition allows us to cement this link in Paris and reach new audiences: an essential strategic move for us.” **Serax**

"The three-level layout offers a breath of fresh air and perfect clarity. The atmosphere is excellent, and the integration of a space dedicated to objects is a brilliant idea and very relevant for us concept stores. I found some real gems there: it's a show that knows how to reinvent itself and surprise." **Anne Grégoire – Founder, ICI CONCEPT STORE (Nice)**

FOCUS ON BRANDS

→**80 selected brands**
→Breakdown:: 50% France / 50% International (**17 countries represented)**
→Top 5 Countries :

12% UNITED STATES
11% UNITED KINGDOM
4% SPAIN
4% JAPAN
3% SOUTH KOREA

FOCUS ON SHOPPE OBJECT PARIS VISITORS*:

→60% new visitors compared to September 2025
→A targeted buyer profile: With nearly 40% of **retailers and concept stores**, the show reached its priority target audience, who came looking for niche brands and product diversification.

→68% international: The momentum is driven by strong visitor numbers from North America (**United States** 14.78%) and the United Kingdom (9.28%), confirming Shoppe Object's power and reputation.

** These figures are based on visitors who stated that their primary reason for attending was Shoppe Object Paris.*

WHO'S NEXT, THE BEATING HEART OF FASHION

Who's Next confirmed its status as the European leader. This edition was marked by sustained purchasing momentum, both in Ready-to-Wear and Accessories, the show's real driving force.

An edition rich in experiences:

Buyers Lounge x La Suite Grazia: Much more than just a reception area, this lounge, redesigned as a Parisian palace lobby, has established itself as the strategic hub for buyers at the show. Around the bold theme of “Transparency,” the editorial team at Grazia curated an inspirational forum of 200 pieces, offering buyers an unfiltered look at the trends for 2027.

"The partnership with Who's Next reflects Grazia's DNA: working closely with brands to promote their creativity and support their strategic challenges. This priority remains a constant commitment of the brand in the service of the fashion industry." **Sylvie Siguret – Marketing & Diversification Director, Reworld Media**

SUITE GRAZIA

TALK IMPACT AND NEONYT PARIS

IMPACT x NEONYT Paris: A true strategic hub for the future of the industry, the sustainable fashion forum proved that responsibility goes hand in hand with desirability.

Retail Awards FNH x PagesMode: For this inaugural edition, the competition celebrated the vitality of French independent retail with unprecedented fervor. By rewarding creative audacity—from window displays to merchandising—these awards highlighted retailers who don't just sell, but create true signatures and customer experiences: Métamorphoses by Sarah for Best Window Display, the MADMEN concept store in Annecy for Best Merchandising, and the Favorite Video/Photo Presentation award goes to the Oxygène boutique in Mulhouse.

WSN Academy: A success for continuing education, providing professionals with practical tools through nine packed masterclasses and 40 expert meetings, highlighting the need for support for professionals in the sector.

"It was exciting to see such a diverse range of visitors and the boldness of the brands. Alongside the big names, young labels are shaking up the rules and bringing the freshness that buyers are looking for. Attendance exceeded pre-Covid levels and the combination of trade shows is a game-changer: it encourages unexpected discoveries of products that will directly influence future collections." **Robbie Sinclair, VP of Fashion at Future Snoops**

DATA & BUSINESS FOCUS
WHO’S NEXT

“As regular visitors to Northern European trade shows, we discovered Who's Next. The difference is clear: visitors are more ‘trendy’ and, above all, buyers are there to do business and place firm orders. For a young brand, this commercial dynamic is immediate validation.” **Mylena Jacobs – CEO, MONFRAC (ready-to-wear)**

"Who's Next has reached a new milestone, both in terms of the consistency of its offering and its stunning staging. This move upmarket has attracted a whole new audience: we are no longer seeing just Europe, but a major export clientele from New York, California, Paraguay, and Lebanon. " **Laurence Vignot – Brand Manager, ABSOLUT CASHMERE (ready-to-wear)**

"For our first time participating, our export expectations have been met. We met as many French customers as we did international prospects from Asia, the United States, and Europe. It's the ideal balance for securing our national distribution while accelerating our global development." **Julien – Sales Manager, CEZEMBRE (Textile Accessories)**

"After 10 years of attending, this is still the trade show where buyers come with real budgets. The relaxed atmosphere facilitates human connection, which is essential today. The arrival of Shoppe Object is a brilliant idea: it's exactly the kind of cross-functional lifestyle that concept stores need." **Sophia – Founder, SORBET ISLAND (Accessories & Lifestyle)**

FOCUS ON WHO’S NEXT BRANDS

→**1,100 brands** (including 30% newcomers).
→**The offering:** 57% accessories (including 21% shoes/leather goods) / 43% ready-to-wear.
→**International** : 61% of the offering (42 countries).
→Top 5 Countries :

18% ITALY
9% SPAIN
6% INDIA
3% GERMANY
3% NETHERLANDS

FOCUS ON WHO'S NEXT VISITORS*

→**Decision-making visitors: 65% in purchasing/management roles.** This is Who's Next's strength. More than half of visitors (34.5% senior management and 31% purchasing) hold positions of responsibility, guaranteeing brands exchanges directly linked to order taking and business development.

→**Global reach with 55% international visitors:**
The show confirms its appeal beyond borders, with representatives from 120 countries. The **Top 3 (Italy 10.2%, Spain 7%, Belgium 4.8%)** reflects a strong European footprint, complemented by a robust presence from long-haul export markets.

→**Renewed attractiveness with 24% new visitors:**
Who's Next continues to attract new audiences, proving that its new segmentation resonates with a new generation of buyers.

** Data based on visitors who declared Who's Next as their primary reason for attending.*

"From the moment you arrive, the pastel scenography creates a calming atmosphere. The Grazia selection is a valuable guide for instantly identifying fashion trends. I found the stand curation fair and deeply inspiring. The reception, which was more fluid and welcoming, put people back at the center, making the shopping experience particularly enjoyable."
Katie Monnier – Founder, BYKATIENAT (Toulouse)

BIJORHCA,
THE PRECIOUS JEWEL BOX

Bijorhca shone with renewed relevance, asserting itself as far more than a trade show: it is the beating heart of a growing community, with 25% new brands. This edition resonated with strong values — the authenticity of creative approaches and excellence in craftsmanship — proving that jewellery remains a powerful emotional medium.

Built around the unifying theme of “Love”, the show successfully blended tradition and innovation, offering a comprehensive panorama ranging from emerging talents to centuries-old maisons.

The **Brilliant** space, supported by BOCI and Francéclat, showcased exceptional craftsmanship, while talks and live workshop demonstrations fostered meaningful connections beyond the product itself.

“The success of this BIJORHCA edition is rooted in a clear vision: anchoring the show in the long term while remaining true to its fundamentals and integrating market transformations. This balance is what has made BIJORHCA strong and distinctive for almost 100 years.”
Valérie Dassa – President, BOCI

DATA & BUSINESS FOCUS BIJORHCA

“This is our third participation and we expand our stand at every edition. Buyers come here looking for authentic craftsmanship. This year, the international reach has been spectacular, with confirmed orders for the Middle East, Brazil and Latin America. It’s a platform of constant growth.”
Shaili Sakhpara – Co-founder, TVER (Bijorhca)

“For a first time, it’s a revelation! We far exceeded our objectives. The show’s international reach surprised us: we signed orders for South Africa, Italy and the UK. We reached parts of the world we didn’t expect to access so quickly.”
Nicolas Bresci – Co-founder, AMADRINA (Bijorhca)

FOCUS ON BRANDS

→**180 brands and suppliers** (25% new)
→**Offer: 74%** Collections / 26% Elements (suppliers)
→**International** : 59% of the offer (21 countries)
→Top 5 Countries :

13% SPAIN
9% GREECE
8% ITALY
8% GERMANY
6% INDIA

FOCUS ON VISITORS*

→**The Artisan / Retailer dual dynamic:** Bijorhca’s unique signature lies in bringing together those who sell **(41% retailers)** and those who make (**25% artisans),** sourcing components in the Elements space. This rare complementarity validates the show’s technical and creative positioning. l'événement.

→**Export-driven growth with 46% international visitors:**
Bijorhca reaches a new milestone, attracting key buyers from **Belgium (8.6%), Italy (8%) and Spain** (6.8%) seeking specialised know-how.

** Data based on visitors who declared Bijorhca as their primary reason for attending.*

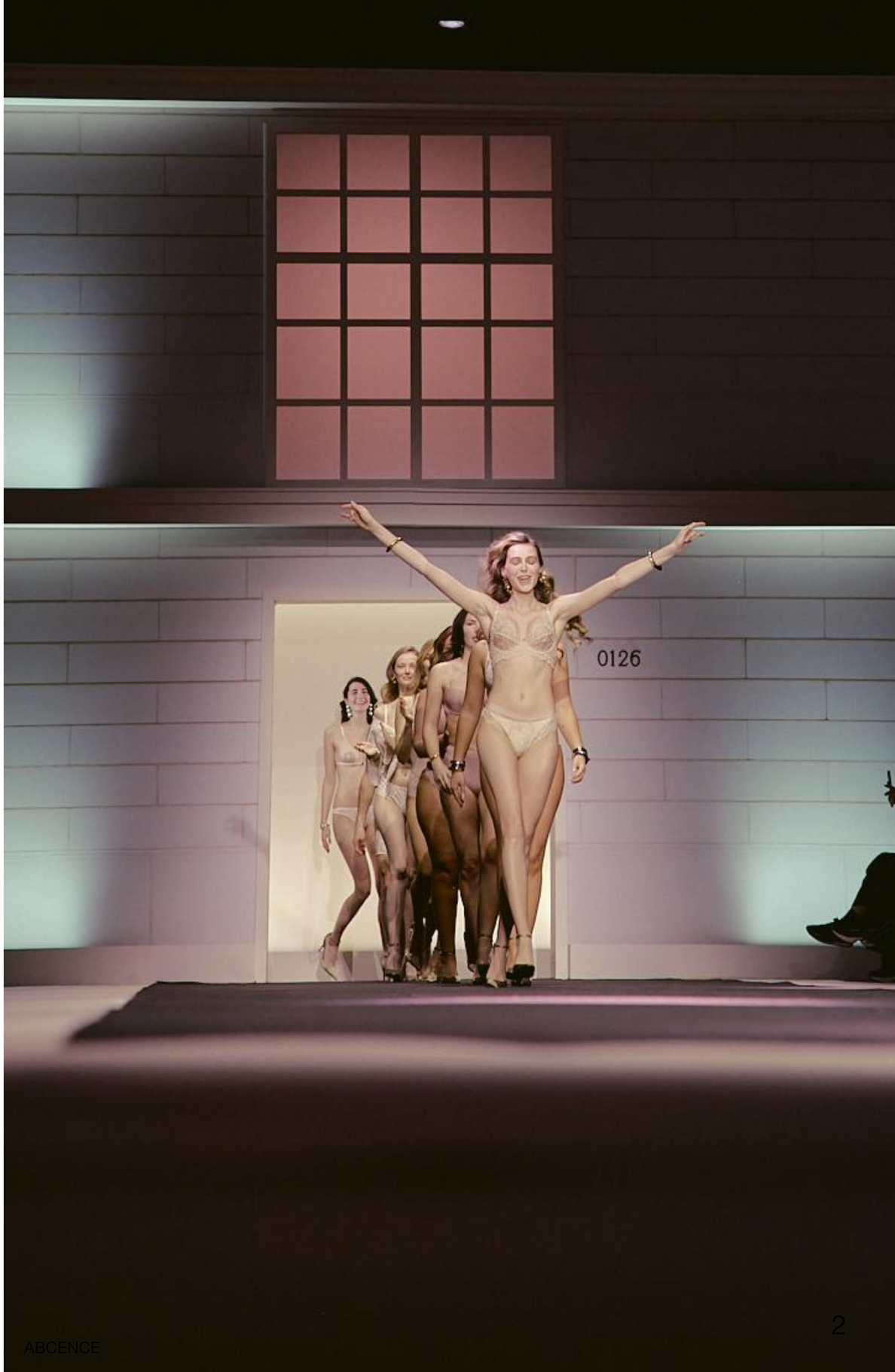
SALON INTERNATIONAL DE LA LINGERIE & INTERFILIÈRE PARIS

The leadership of the **Salon International de la Lingerie and Interfilière Paris** is undeniable. By integrating Hall 7 alongside fashion, the intimate apparel sector benefited from exceptional visibility and synergy.
The event confirmed its status as a unique global meeting point, bringing together upstream (materials) and downstream (brands) players in a perfectly unified time and place. The programme — runway-style fashion shows, trend forums and expert conferences — drew large crowds, proving that lingerie is more fashion-driven than ever.

The “Hall 7” dynamic:
For the first time at the heart of the WSN ecosystem, lingerie engaged directly with ready-to-wear, creating clear cross-selling opportunities for concept stores and department stores.

LINGERIE SHOP

NETTE ROSE



ABCENCE

DATA & BUSINESS FOCUS – SALON INTERNATIONAL DE LA LINGERIE

“After 13 years away, this return is a total success. We reconnected with the entire global ecosystem, from Asia to the United States, in a friendly atmosphere. The interest in our ‘Made in France’ tights and our men’s innovations confirms that this show remains the key platform for international development.”
Jean-Raphaël Hetier – Vice President France Benelux, DIM

“It’s an extraordinary show! For a first participation, the success exceeded our expectations: incredible media coverage, orders from Japan to Norway, and even upcoming collaborations. Thanks to the proximity with Interfilière Paris, I also found the ideal factory to accelerate our production. Everything moves faster here!”
Clémence Pariente – Founder, LE BOUDOIR DE LOS ANGELES

“Celebrating our 150th anniversary here had special meaning. More than a trade show, it’s a family gathering that strengthens the precious bonds of our industry. This dynamic and unifying edition perfectly illustrated the boldness and innovative energy driving the sector into the future.”
Guillaume Kretz – CEO, CHANTELLE

“A true global showcase. The momentum was excellent, with buyers from Japan, Lebanon and the United States. We particularly appreciated the aesthetics of the new Hall 7: this warm atmosphere provides the perfect setting to highlight our collections and engage in the best possible conditions.”
Stéphanie Pérèle – Brand Director, SIMONE PÉRÈLE

FOCUS ON SALON INTERNATIONAL DE LA LINGERIE BRANDS

→**220 brands** (32% new)
→**Offer: 55%** Lingerie / 25% Loungewear / 5% Beachwear
→**International :** 70% of the offer (31 countries)

→Top 5 Pays :

11% ITALY
10% GERMANY
9% UNITED KINGDOM
5% UNITED STATES
4% NETHERLANDS

SOULIERS MARTINEZ

VISITOR DATA & ANALYSIS – SALON INTERNATIONAL DE LA LINGERIE* INTERNATIONAL DOMINANCE:

→**With 72% international visitors,** the show stands as the global crossroads of intimate apparel and confirms its position as the must-attend event for the lingerie market. Buyers from **Belgium, Germany and the UK** lead the rankings, highlighting the vitality of Northern European markets.

→**A regenerating market 30% new visitors,** driven by new market players (DNVBs, diversified concept stores) and renewed interest in the lingerie/loungewear category.

** Data based on visitors who declared the Salon International de la Lingerie as their primary reason for attending.*

"I appreciated the perfect balance of the selection: from major premium brands to more confidential niche labels. The show was easy and efficient to navigate. Combined with a relevant conference programme and inspiring fashion shows, it's a comprehensive working tool."
Maria Hirsch – Buyer, OTTO (Germany)

"I felt a real renewed energy at this show. The atmosphere was warm, almost electric. This convivial environment made the buying experience stimulating and motivating for the whole team. You can sense a positive momentum driving the sector forward."
Laetitia Monaco – Buyer, GLAMUSE (Luxembourg)

DATA & BUSINESS FOCUS INTERFILIÈRE PARIS

"This anniversary edition celebrating our 170 years was a success! We established promising new contacts drawn to our technical innovations in cups and underwires. Our assembly solutions, particularly bonding, generated strong interest, confirming the market's search for the perfect balance between absolute comfort, invisibility and creative freedom."
Olivier Martin – CEO, ART MARTIN

"A very positive outcome, marked by a constant and high-quality flow of visitors. Beyond our long-standing partners, we felt strong enthusiasm for our French manufacturing expertise, recently awarded the 'Entreprise du Patrimoine Vivant' label. Growing interest in our diversification — men, children, sport — proves that 'Made in France' is a major strategic lever."
Delphine Chapelot – Workshop Manager, CHANTELLE ÉPERNAY

FOCUS BRANDS INTERFILIÈRE PARIS :

→**180 suppliers** (15% new)
→**Offer:** 28% Fabrics, 19% Manufacturing, 18% Lace, 17% Embroidery
→**International :** 75% of the offer (22 countries)
→Top 5 Countries:

38% CHINA
10% FRANCE
10% HONG KONG
5% TURKEY
5% TAIWAN

VISITOR DATA & ANALYSIS - INTERFILIÈRE PARIS*: THE TREND LABORATORY

→ **The 33% of creative profiles** — the largest visitor category — **confirms that R&D i**s key and demonstrates that style teams from the world's leading houses travel here to source material innovation.

→ **86% international visitors for borderless sourcing:** Interfilière Paris is the most international show within the group, driven by the **UK (14.5%)** and the **United States (6.2%).**

**Data based on visitors who declared Interfilière Paris as their primary reason for attending.*

"We were very impressed by this edition. The optimised organisation and clarity of the visitor journey made our visit smooth and rewarding. We particularly appreciated the quality of the Trend Forum and the relevance of the exhibitor offer.
An efficient and enriching buying experience."
Paulina Delacher & Fiona Feichtinger – Buyers, FILINI (United Kingdom)

SOURCING & SOLUTIONS ROUTE

Bringing together these five trade shows crystallised a clear reality: sourcing, too, is transversal. The **Sourcing & Solutions** pathway enabled brands to source lace at Interfilière Paris, jewellery components at Bijorhca's Elements space, and accessory manufacturers at Who's Next.

This permeability between areas of expertise is the key to product innovation. Brands praised this unique business momentum, allowing them to build their collections from A to Z — from raw materials to finished products — all in one place.

"An excellent edition. Our new visual approach appealed to a global audience. The relevance of our transversal offer was confirmed: exchanges were just as strong in lingerie as in ready-to-wear. The Hall 7 synergy worked perfectly, allowing us to address both worlds simultaneously."
Maud Lescroart – Marketing Director, SOPHIE HALLETTE

ROOM 0126 delivered on its promises. By breaking down silos between sectors, WSN offered a concrete response to market challenges: unity creates strength. This one-of-a-kind global gathering proved that Paris remains the epicentre of creation and business.

See you in March for the rest of the season: Discover creative excellence with **Première Classe, MATTER and SHAPE, and RUN**, from **6 to 9 March 2026** at the **Jardin des Tuileries**.

Press Contact

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About the WSN Group wsn-events.com

For over 35 years, we have been imagining and designing events that inspire, connect and celebrate creativity.

We are passionate.

Positioned at the intersection of fashion, design, lifestyle and culture, the WSN Group offers experiences that unite business and emotions.

We support brands, distributors, emerging talents and professionals in the creative industries.

In 10 years, we have gone from 2 events to 12 annual events, all very different and unique, created to meet the multiple expectations of the creative industries.

We have successfully launched new formats: Matter & Shape, DRP…

Beyond these 12 meetings and our role as a connector, we wanted to go even further and also offer concrete solutions on an ongoing basis: WSN Academy, RUN, partnerships with Ankorstore and Ulule…

The plurality of our entities is therefore a unique strength.

In Paris and internationally, throughout the year, each meeting, big and small, provides answers to the diverse problems of our clients and the market.

The evolution of the WSN group:

→ 12 annual events, compared to 2 a few years ago.
→ From trade show organizer to trade show operator.
→ Development of 4 concrete solutions.
→ Strategic partnerships with ANDAM, Ankorstore, Ulule…
→ A total of 150,000 professionals attending each year.