

Premiere Classe

International Fashion Trade Show - Accessories & Ready-to-Wear

SUNNY CORNER

Jardin des Tuileries, 30th sept. - 3rd oct. 22

PREMIERE CLASSE - SUNNY CORNER - 30th sept.-3rd oct. 2022

Between dream and reality, you find yourself immersed in an arid landscape, surrounded by a dewy light that puts the mind in a contemplative state and awakens the senses to novelty. Are we in the Camargue, not far from a water source? In the Mediterranean countryside or in a Californian desert? All possibilities are open. The Sunny Corner edition is an ode to suspended travel, to escape, to the light whose variations we follow during a sunny day of Indian Summer. For the third year in a row, the duo Romain Costa and Evane Haziza-Bonnamour are the artistic directors of the trade show Premiere Classe. Once again, they bring art and design to the Tuileries Garden, highlighting the best of furniture and object creation in a harmonious atmosphere. For this purpose, they place light at the center of their scenography, which radiates through a set of modern openings. «The light invites itself into the micro-architectures, passing from the pink tones of the early morning, to the clear yellows of the zenithal light, then to the soft oranges of the sun which sets gently, soothed by the breeze that circulates through the veils scattered here and there» explain the two architects. A moment of breathing and earthly nourishment.

Under two tents, the organizers present a selection of **350** brands among which **30%** are new exhibitors.

“We are thrilled to welcome Splash on this new edition. We find, under three tents, an even greater diversity of offers. The young creation is in the spotlight, with a selection enriched by the many partnerships we have forged with Eyes on Talents, the International Fashion, Photography, and Accessories Festival of Hyères and the City of Paris.”

Frédéric Maus, Managing director of WSN

“Premiere Classe is back to its rightful strength, supported by a unique and exceptional offer. The trade show’s regulars are there, and would not have missed this edition for any reason. With the young creation space, we have pushed the synthesis of our universes even further. Several young brands wanted to be part of it and will come to strengthen the environment even more.”

Sylvie Pourrat, Director of global offering at WSN

«Because the delight of the senses is not only visual, but also culinary, Premiere Classe offers a true design and gastronomic experience with Maison Pépité, which will create each day a different menu by a chef, to be enjoyed on site. This pleasure of the flavors will be even more appreciated as it will echo the dreamy setting of the curation of Romain Costa and Evane Haziza-Bonnamour who for the third time have designed the scenography. A great way to celebrate, and to repeat a great evening of fashion beyond convention in a new and exciting destination of the Parisian scene.»

Boris Vey, Director of Partnerships and Events WSN



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KEY FIGURES

EXHIBITORS:

350 exhibitors, including **30%** new brands
32% more brands than in October 2021
30% french exhibitors and **70%** international exhibitors
80% accessories brands and **20%** RTW brands

Top 5 countries exhibiting for October 2022:

Italy
United States
Spain
Germany
Brazil

BRUT ICON

This new space offers a selection of young brands curated by Premiere Classe. It is designed as an ideal dressing room, in all areas of the fashion system, with accessories and ready-to-wear. Weisheng Paris and Mussels and Muscles are just a few of the brands you'll find there.

Premiere Classe strengthens its commitment to young designers. This year, the show is part of four major prizes that reward the upcoming talents of tomorrow's fashion.

EYES ON TALENTS

This is the second edition of the Eyes on Talents X Premiere Classe prize, created in 2021, symbolizing the shared commitment to «creativity, innovation and fashion». It allows to keep track of the latest developments in fashion.

In the heart of the space, we discover the 7 silhouettes and accessories of the 6 finalists and a special invitee: **Alice Le Ster, Alice Wood, Emily Robson, Joanne Guiraud, Michelle Lowe-Holder, Tatjana Haupt** and special guest **Ann Ong**.

This is a creative and unique showcase of what tomorrow's fashion will look like. The winner will be announced by Frédéric Maus on Sunday at 7pm before the opening cocktail. He or she will be invited to exhibit on the next March edition.

LE FESTIVAL INTERNATIONAL DE MODE, DE PHOTOGRAPHIE ET D'ACCESSOIRES, HYÈRES

Premiere Classe renews its partnership with the International Festival of Fashion, Photography and accessories, Hyères, which will highlight the creations of **Violette Stehli, Manon Marcelot, Mathilde Heintz, Lou Chartres** and **Agathe Campet**.

ANDAM

Additionally, Premiere Classe presents as an exhibition the creations of the 4 finalists of the ANDAM prize, with which the trade show has been associated since 2018: **Botter, Dolly Cohen, Bluemarble et Robert Wun**.



© Manon Marcelot



© Florie Berger

LES GRANDS PRIX DE LA CRÉATION DE LA VILLE DE PARIS

Premiere Classe has also forged a partnership with the City of Paris creation awards, which will be renewed next March. The trade show welcomes the duo **JN.Mellor Club, Karine Arabian et Franck Blais, winners of the Grand Prix**. It rewards an experienced professional, a company or an established brand, for the quality of their project and their career, associated with a development strategy, and a commitment to the transmission of know-how or innovation. Like **Alphonse Maitrepierre, lauréat du Prix Talent émergent 2021**. The **new Fashion Accessories Prize** recognizes emerging or established accessory projects (leather goods, shoes, gloves, belts, etc.).

L'INTERNATIONAL

International exhibitors from Italy, the United States, Spain, Germany, Brazil, will be present. The collective of African brands of the incubator **Birimian** returns on this edition with a selection of the best of the Lagos Fashion Week: **Lisa Folawiyo** (Nigeria), **Awa Meite**

(Mali), **Ami Doshi** (Kenya), **Eclectic Chic** (Nigeria), among others.

OUR PARTNERS

Precious room by Muriel Piaser

Each year, our long-standing partners surprise us with new proposals.

Precious Room by Muriel Piaser, a Parisian event dedicated to fine jewelry, returns to Premiere Classe with a high-end selection of 11 designers on the theme of joy.

Au delà du cuir

AU DELÀ DU CUIR (ADC)* is an incubator of exceptional French brands (**La Botte Gardiane, Philéo, MoEa, Umòja, Valet de Pique** among others), founded 10 years ago and financed by the leather industry. It is committed not only to the promotion and support of the sector but also to the defense of French know-how and designers committed to the ecological transition. It will be present at the event through a selection of exceptional brands, as Premiere Classe strengthens its partnership with ADC.

MPépîte

Maison Pépîte, conceived by five culinary art enthusiasts, is a gourmet home dining service. For the third time in a row, Maison Pépîte will be partnering with the event, offering a concept of fine dining on site and surprises for the senses from September 30 to October 3, 2022.



© Célia Majorlet

MORE NOVELTIES BUT NOT FORGETTING THE LOYAL ONES

Premiere Classe welcomes **30%** new brands. Among the newcomers in jewelry: modern design lines by Belgian designer **Lore Van Keer**, recycled silver and Eurasian heritage by **chez Arte Gia**, and raw pieces by **TÜMÜLÜ**.

New brands:

There are also novelties in leather goods, where innovation meets eco-design and know-how: Natural leather bags from **Alumbra**, innovative luggage from **10.03.53**, the monochrome signature of **Tachino Chie** that contrasts a style borrowed from history with an ultra-contemporary performance, the playful and decorated universe of **Rue de la Lune**, a special «Summer» concept.

Recurring ones:

Collars, mittens, and other accessories by **Ca-**

therine Osti, an array of hats by **Lola Hats** and from **Misa Harada**, bags by Englishwoman **Kate Sheridan**, handmade accessories by **Sophie Digard**, braided bags by **Claramonte** and stone jewelry by **Iradj Moini**, signature pieces by **Angela Caputi**, fine jewelry by **Marie-Laure Chamorel**, or those by Spanish designer **Helena Rohner**.

This diversity of creative proposals will make you want to party. And once again, Premiere Classe will be an unmissable destination during Fashion Week.

On the program, Friday, DJ from 7 to 9 pm and a new off-site party at **CHEZ LULU from 11 pm to 4 am**.

Premiere Classe is happy to welcome Splash, dedicated to the world of the beach and high-end swimwear.

About:

PREMIERE CLASSE

Premiere Classe is the must-attend accessory event during Paris Fashion Week. For 30 years, the event has unveiled the accessory trends of the coming season and the young designers who will make tomorrow's fashion. Renowned for its high-end selection, the event presents designers of jewelry, shoes, leather goods, textile accessories and other accessories specially chosen for their creativity, originality and style.

A ready-to-wear selection completes the premium offer of Premiere Classe.



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