



CHANGE FASHION TOGETHER

From Saturday 21st to Monday 23rd of January 2023 at Who's Next
in Paris - Porte de Versailles

Starting from next January, Impact and Neonyt will unite within Who's Next to reinforce the sustainable brands' and initiatives' visibility during the Paris buying period.

Since their creation - 2011 for Neonyt, 2019 for Impact - these two events have as a common mission to favor long term change in the fashion sector, in an authentic, direct and transparent way.

"The values held by Impact and Neonyt are universal and "game changers" in the fashion industry. Our partnership marks an incredible indication and a significant acceleration in the event managing sphere. We are proud to welcome Neonyt in Paris to show our ecosystem a stronger offer that combines fashion and sustainability as early as next January." Frédéric Maus, CEO at WSN.

"We are very proud of our new partnership with WSN Développement, which now constitutes a striking, initial,

future-oriented milestone in our strategic internationalisation pathway", explains Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt. "Paris is a highly attractive, trend-setting fashion location. And, very popular in the sector, as well as having increasing links with the markets of southern Europe, Paris is for both us and our community the perfect choice for our first international licence location."

This partnership establishes a new chapter for WSN and its vision for the future.

Rendezvous from Saturday 21st to Monday 23rd of January at Who's Next, at the Porte de Versailles to discover Neonyt Preview at Impact, hall 1.



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NEONYT goes international. Bonjour, Paris!

NEONYT

PARIS

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WSN Développement is the company that organizes Parisian trade shows for international fashion professionals, mainly brands and distributors.

WHO'S NEXT, in January and September, presents the prêt-à-porter, accessory, beauty and lifestyle alongside IMPACT, the assembly of initiatives that favor ecological and solidary transition, and TRAFFIC, the event dedicated to solutions and innovations for our fashion distributors and brands. Since May 2021, WSN has been operating the BIJORHCA organization for BOCI alongside WHO'S NEXT.

During the Fashion Week in March and October, PREMIERE CLASSE presents fashion accessories accompanied by a fine selection of prêt-à-porter.

Since July 2022, WSN has been operating the Salon International de la Lingerie et Interfilière Paris organization for Eurovet alongside WHO'S NEXT.

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