

Beat: Lifestyle

## WHO S NEXT PARIS , THE LEADING FAHION TRADE SHOW

PARIS PORTE DE VERSAILLES, January 18-21

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**USPA NEWS** - 20 Years after its Creation, Who's Next has become the Leading International Fashion Trade Show for Womenswear in Europe. Twice a Year, over 4 Days, the Event welcomes around 50,000 Visitors through its Doors at the Porte de Versailles Exhibition Centre in Paris, with 1,500 French and International Brands to see. More than just a Trade Show, Who's Next is an Unmissable Source of Inspiration for Market Trends, with its Offer of Ready-To-Wear, Accessories, Beauty and Lifestyle, as well as a Complete Programme of Conferences and Workshops. This Time : 18-21 January, 2019.

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ABOUT THE CONFERENCES :

- \* Inspiration: What is African Fashion ?
- \* Business : Digitally Native Vertical Brands
- \* Inspiration : Wax, and then what ?
- \* Business : Meeting the Gen Z Entrepreneurs
- \* Inspiration : Doing Fashion Business in & with Africa - A 360° Design
- \* Trends : Co-Creating : Brands created by or with Influencers
- \* Trends : 2019 Retail and Merchandising Trends and 2018 Retrospective Trends
- \* Business : Beauty, the New Growing Market for Retailers
- \* Business : The Importance of Data in Fashion Brands' New Strategies
- \* Business : Are you going to survive the Rise of AI, and more generally the Society's Transformation ?
- \* Business : Social Shopping in China : New Retail Codes and New Opportunities
- \* Business : WeChat : A development Tool in the Chinese Market
  
- \* Business: V-Commerce : what is its Impact on the Future of Retail ?
- \* Innovation : The Internet of Things shakes up Fashion
- \* Innovation : R3ilab : Fashion and Textile, one Step ahead !
- \* Innovation : New Horizons for the Textile and Clothing Industry
- \* Innovation : Innovative Textiles in all their forms
- \* Inspiration : Alice Pfeiffer invites Important Activists - Individual and Inspiring - who will share their Perspectives on the Fashion Trends of Today and Tomorrow
- \* Trends : Prospective Consumer Trends and Lifestyle
- \* Business : Business Opportunities for European Brands in China
- \* Innovation : The Future of Commerce : 5 Key Trends
- \* Trends : Influencers : the Different Types of Influencers on Instagram and their Instaloooks
- \* Business : Marketplaces: what Opportunities are there for Fashion Brands ?
- \* Business : Presentation on the Study of "The Digitalisation of Business Models" commissioned by the Fédération Française du Prêt À Porter Féminin
  
- \* Trends : China Fashion Now : New Consumers, new Influences, new Opportunities
- \* Business : Circular Economy & Upcycling
- \* Trends : Fashion is happening on Twitter
- \* Trends : How can Visual Discovery take people from Inspiration to Action ?
- \* Inspiration : Conversation with Audrey Gallier and Marie Ouvrard

- \* Business : Interview with a new Type of Chinese Distributor : Hybrid Distribution Channels in China
- \* Business : Transformations in Wholesale
- \* Business : Ethical Fashion : Rethinking the Value Chain from Fabric to Final Product Delivery
- \* Inspiration : Conversation with “; Shérif Sy and Marie Ouvrard
- \* Trends : How to understand Trends while maintaining Creative Originality ?
- \* Innovation : Manufacturing 4.0
- \* Business : The Golden Rules for a Successful Pop-Up Store
  
- \* Business : Fashion Boutiques : Vital Pillars of City Centres
- \* Carte Blanche to Sophie Fontanel
- \* Business : Instagram, from Inspiration to Action
- \* Trends : Spring/Summer 18
- \* SuccessStory : Retailers and e-commerce Best Practices
- \* Trends : Responsible Brands
- \* SuccessStory : French and International Select Shops : Olivier Amsellem & Jean-François Nicolaï
- \* Trends : SS18 Accessory Trends
- \* Business : The (R)evolutions of Wholesale
- \* SuccessStory : From Blogger to Entrepreneur : the Evolution of Influence
- \* Innovation : How Brands and Retailers can survive the Tech Revolution
- \* Business s: How to work with Influencers ?
  
- \* Business : Young dDesigners : The Keys for Distribution
- \* Innovation : New Industrial Processes
- \* SuccessStory : French and International Select Shops : Karen Quinones & Shamin Vogel
- \* Innovation : Connected Objects : an Opportunity for Accessories
- \* SuccessStory : Heritage Brands
- \* Innovation : How Digital enhances Retail Customer Experience ?
- \* Trends : Menswear
- \* Trends : New Man / New Rules
- \* Business : Menswear Market - Distribution
- \* Innovation : Overview of Retail Innovation
- \* SuccessStory : Independent rRetailers
- \* SpacesforIdeas Live Pitch
  
- \* Innovation : Google and Fashion
- \* Innovation : Chatbots, Retail and e-commerce : Understanding the Revolution of Customer Service
- \* Business : The French Fashion Market
- \* Business : The New Wholesale and Retail Distribution Channels for Brands
- \* Business : Companies in the Fashion Industry and CSR : States of Play and Opportunities
- \* In what Way is Pinterest an Essential Tool in helping Brands find Inspiration ?
- \* The New Fashion Business Models
- \* What is the Future for Retail in a World where there no longer lies a Distinct Line between Digital and Real ?
- \* A/W 2017-18 Product Trends
- \* Keynote : Instagram ““ Feed Fashion
- \* From Wholesale to Unified Trade : the Transformation of Supply and Consumption
- \* Female lLeadership : the Women who are shaking up the lines

Source : Who's Next - The Leading Fashion Trade Show, Paris-Porte de Versailles - January 18-21, 2019

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