

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 Instaloos
- * 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 Nicolai
- * 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 : How to work with Influencers ?

- * Business : Young Designers : 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 Retailers
- * 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 Leadership : 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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