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 RetrospectiveTtrends
* 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 cCothing Industry
* Innovation : Innovative Textiles in all their fFrms
* 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 : Influgrammers : the Different Types of Influencers on Instagram and their Instalooks
* Business : Marketplaces: what Opportunities are there for Fashion Brands ?
* Business : Presentation on the Study of "The dDgitalisation of Business Models" commissioned by the Fédération Française du Prêt Ã Porter Féminin

* Trends : China Fashion Now : New Consumers, nnw 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
* Busines s: How to work with Influencers ?

* Business : Young dDsigners : 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 rRtailers
* 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 lLadership : 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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