

Paris, Porte de Versailles

20-22 jan. 2024

SALON
INTERNATIONAL
DE LA LINGERIE

INTERFILIÈRE
PARIS

Press release

Paris, February 1st 2024

THE SALON INTERNATIONAL DE LA LINGERIE AND INTERFILIÈRE PARIS CLOSED THEIR DOORS ON THE EVENING OF MONDAY 22 JANUARY 2024 AFTER 3 DAYS PACKED WITH ACTIVITIES TO ROUND OFF A WONDERFUL ANNIVERSARY EDITION.



60 years on, this event, together with Interfilère Paris, is still shaping the future of the industry, keeping pace with changes in society.

The shows confirmed their position as a key international meeting place, welcoming buyers from all over the world. A winning bet! The events crystallized a modern image of the Lingerie, Swim, Loungewear, Activewear, Wellness and materials markets. A session where the 2 shows, upstream and downstream, were in communion with an international audience present in numbers and quality and a sustained activity on the booths during the 3 days of exhibition.

The Salon International de la Lingerie showcased 250 exhibitors: creative brands, young labels, must-haves and industry leaders.

30% new brands #lingerie #corseterie #activewear #loungewear #shoes #men #swimwear #wellness...

29% French brands

71% international brands

60% Lingerie and Corsetry brands

23% Loungewear brands

7% Swim-only brands

10% Activewear, Lifestyle and Footwear brands

Interfilière Paris, the only international meeting place for materials and accessories for the #lingerie #swim and #sport markets, welcomed nearly **170 exhibiting suppliers** in these different sectors #fabrics #lace #embroidery #accessories #textile designers #fibers #manufacturing.

44% European exhibitors

56% international exhibitors

25% Accessories

25% Fabrics

22% Lace

13% Embroidery

12% Manufacturing / Confection

3% Textile Designers



Forum Interfilière Paris



"This year's show was very dynamic, with a real plebiscite from visitors, both in terms of materials and finished products. This upstream/downstream presentation makes this show unique in the world. The buyers came in great numbers, and the climate was excellent for 3 days. Our aim for the next edition in September is to continue to encourage cross-visits, to create synergy between the different shows and to bring the energy of the anniversaries (60 years for Lingerie and 30 years for Who's Next) to all the players in these markets. That's why all the shows will be in Hall 7 at Porte de Versailles to welcome everyone."

Frédéric Maus, Managing Director of WSN Développement. Chairman and CEO of Eurovet

Visitors, 38% of whom were French and 62% international, praised the aesthetics of the show floor, the quality of the conferences, the inspiring programme of content on offer and the creativity of the fashion shows.

Visitor numbers are stable compared to January 2023

More than **16,000 visitors** from **106 different countries** (vs. 15,285 visitors in January 2023).

62% international visitors
38% French visitors
28.63% new visitors

TOP 12 buyers (excluding France)

- 1/ Belgium
- 2/ Italy
- 3/ Germany
- 4/ United Kingdom
- 5/ Spain
- 6/ United States of America
- 7/ Turkey
- 8/ Switzerland
- 9/ Netherlands
- 10/ Japan
- 11/ South Korea
- 12/ Portugal



Club Orange

There was plenty of movement between the halls, facilitated by the single badge system. The mutual inspiration generated new energies, experiences and relationships between the different worlds. While retaining their status as international leaders, Salon International de la Lingerie and Interfilière Paris welcomed new buyers attracted by the synergy created by WSN.

20% of visitors to Who's Next, IMPACT and Bijorhca came to Hall 3.

The anniversary show, created in partnership with the Fédération de la Maille, de la Lingerie et du Balnéaire, showcased the finest developments and innovations around iconic pieces, and was a resounding success. A real highlight of the show, brands, exhibitors, buyers and visitors all enjoyed the festive atmosphere of this unique evening.

In general, they were impressed by all the events organised alongside the shows to encourage convivial exchanges and share the same passion that drives them and makes these shows unique meeting places.

Historic brands and young designers, an array of exceptional materials, conferences and fashion shows were at the heart of this unmissable event. The Salon International de Lingerie and Interfilière Paris showcased a broad and comprehensive range of products from both the upstream and downstream markets, and also promoted the values of sustainable fashion, advocating inclusion and diversity to encourage and support these emerging and committed sectors.

The range of products on offer at the Salon International de la Lingerie reflected the female dichotomy, with a multi-faceted and complementary offering that mirrors society: ultra-sexy, comfortable and second-skin, plus-size, sportswear, menstrual panties, special underwear for breastfeeding, post-partum, post-operative, wellness, etc.

At Interfilière Paris, eco-responsible materials are definitely no longer an option, and innovations abound, with new vegetable-based dyes hailed by the industry, for example.



Scarlett Gasque

"The international lingerie market is going through a very dynamic period. The show reflected this business-friendly atmosphere, with a large number of buyers from all over the world. It also highlighted the excellent prospects for development in the years to come: a strong synergy between fashion and lingerie, and the opening up of complementary markets such as wellness and activewear. For the next session in September, we want to bring all the events together in the same hall to be even stronger."

Mathieu Pinet, managing Director of the Salon International de la Lingerie

Regarding lingerie buyers, the major leaders in international distribution were present: independent Lingerie boutiques, department stores, concept stores, major e-commerce players and Fashion retailers.

"The Salon is really interesting in its approach, similar to that of department stores. There are big brands but also niche brands to discover, all is well organised: it's easy to find your way around."

Galeries Lafayette



"The Salon International de la Lingerie allows us to meet our loyal suppliers, to work together on our new selections and on how to show them off, and to identify young brands that we could integrate into the new offer of our Milan shop, in a more creative spirit."

La Rinascente

"It was a great session for Atelier Amour, with lots of positive and enthusiastic feedback thanks to the fashion show and the forum. We had high quality traffic and some nice 'big' prospects." **Atelier Amour**

"A very dynamic anniversary edition with our regular buyers but also some great prospects! We were celebrating Simone Pérèle's 75th anniversary and we're delighted with the brand's excellent visibility." **Simone Pérèle**

"It was our first show, so we didn't know what to expect. It was a great surprise! With a good position at the entrance to the show, our own activities and participation in the fashion shows, we had great visibility and were able to talk to many buyers and visitors." **Club Tonic**

"A great show with very good export development." **La Nouvelle**

"A great atmosphere in the wellness area and some great meetings." **Maison Plouf**

"An excellent show! Lots of traffic and buyers from all over the world!" **Chantelle**



Les patrons libres

The upstream and downstream meetings did indeed take place, and Interfilière welcomed many brands from the Lingerie, Activewear, Couture and Ready-to-Wear sectors.

"The Interfilière Paris trade show in a few words: it's inspiration, product and colour convictions, a convivial moment full of exchanges, a bubble of creativity in everyday professional life." **La Redoute Lingerie Team**

"This was a new experience for us with our first participation in the show. Our objective was to meet European buyers and we achieved it. We were delighted with our location and were able to make a large number of contacts." **Intai**

"Our experience was positive, offering us the opportunity to meet our many customers." **Potencier Broderies**



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ABOUT WSN

<https://whosnext.com/>

WSN Développement is the organizing company behind Parisian trade shows for international fashion professionals, primarily brands and distributors.

WHO'S NEXT, held in January and September, showcases ready-to-wear, accessories, beauty, and lifestyle alongside IMPACT, a gathering of initiatives promoting ecological and solidarity transition, and TRAFFIC, an event dedicated to solutions and innovations for fashion distributors and brands.

Since May 2021, WSN has been organizing BIJORHCA for BOCI alongside WHO'S NEXT. During fashion week in March and October, PREMIERE CLASSE showcases fashion accessories accompanied by a carefully curated selection of ready-to-wear.

Since July 2022, WSN has taken over the organization of the Salon International de la Lingerie, Curve Paris, and Interfilère Paris for Eurovet.



Lingerie Show, Huit