

## WHO'S NEXT IN ATHLEISURE MODE

"Athleisure" is now a lifestyle, and has developed a new category of clothes which are both practical and stylish by adapting gymwear to suit everyday life. Who's Next 2017 is putting the spotlight on this trend with the help of several fashion collectives who will exhibit their brands with some exclusive lifestyle activities.

### In the programme :

#### RUN CHIC – Next to the outdoor music/sport area

Run Chic combines running with a feminine sports spirit. This community of passionate runners from a diverse range of backgrounds will be exhibiting brands like Ellasweet and Ana Heart in the outdoor area, as well as holding sport classes such as Core Training, Hiit (High Intensity Interval Training), meditation, and Yoga classes with Aria, followed by a sample detox juice tasting.

<http://www.run-chic.fr>

[Insta Run Chic](#), [Twitter](#), [Facebook](#)



RUN CHIC

#### FESTIVAL ATHLEISURE – Hall 4 Stand C125/ B120

After supporting french fashion entrepreneurs in Le Festival du Dress Code at the last Who's Next, and armed with her knowledge of the world of sport and well-being, Emmanuelle Mary has come up with a new concept, the Festival Athleisure, combining fashion, sport and lifestyle. There you will find a range of carefully selected lifestyle brands and accessories (Kitiwaké, Révèle) within the wellness area hosted by Bliss you; the healthy tasting corner (Dr. Antonio Martins, Mé-Mé); and sports activities (Toy Board, Bellicon) are also in the programme.



FESTIVALATHLEISURE

#### ATELIER MERAKI – Hall 4 - C 139/ B 140 – Opposite the VIP area

A place of entrepreneurial, digital and art innovation, l'Atelier Meraki is collaborating with Who's Next for the third time. This collaboration will be presenting original Athleisure creations by young designers, as well as holding a sports themed fashion show with a Cuban spirit. To discover on Friday 8th September at 6:00pm where the boxer Dylan Charrat and his brand Taido will also be demonstrating a shadow-boxing lesson.

Atelier Meraki sur [Instagram](#), [Facebook](#) et [Twitter](#).



SNEAKERS & CHILL

#### SNEAKERS & CHILL - Hall 3- Stand 865

Calling all sneakers addicts! Three guys obsessed with sneakers, Romain, Jean and Nathan, are offering a customisation, renovation and a cleaning service for your sneakers.

#### COOLWAY FREESTYLE – Hall 3 Stand 3A865

##### When technology complements fashion

This innovative young shoe brand has one aim - use technology to make your life easier. "Ultra comfortable, ultra light and ultra cool" is the vision of CoolWay Freestyle, which is always on the lookout for new materials, new techniques and new designs to make the future happen now.



COOLWAY FREESTYLE

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