

## WHO'S NEXT & PREMIERE CLASSE: A NEW VISION FOR GREEN ATTITUDE

Who's Next & Premiere Classe take environmental responsibility in the fashion industry seriously and have outlined a new vision for green attitude to put this into practice. Choosing to support projects that fit perfectly into our daily lives, the trade shows have increased their involvement in eco-responsible initiatives and are proposing 4 events not to be missed: a conference on "responsible brands" presented by eco-committed entrepreneurs, a showcase of ethical brands in partnership with We Love Green, and the display of lifestyle initiatives put on by Pampa Paris and the collective Merci Raymond.

### 1-Conference #Trends: "Responsible brands" Saturday 9th September - 12:15pm to 1:00pm - Hall 3, Conference area

What is a responsible brand, what is their role, their commitment, their impact and how did they become one? Who's Next & Premiere Classe have invited entrepreneurs from this sector to answer these questions and give their point of view. François Ghislain Morillion - Veja, Laura Brown - Ethipop, Nayla Ajaltouni - Ethique sur l'étiquette, Marie Sabot - We Love Green and Isabelle Quéhé - Universal love, will take us through their experiences with the help of Fabrice Jonas from ModeLab as moderator.

### 2- Ethical brands in partnership with We Love Green - Outside area

Following our partnership with the festival 'We Love Green' last June where the trade show gave five young designers the opportunity to present their collections, Who's Next is continuing its partnership with the festival. The show will now welcome these designers to the Porte de Versailles from the 8th to the 11th September to exhibit their "Bio-tiful" collections to buyers and other fashion professionals. Grab yourself a head-band from Indira Paris, sunglasses made from untreated wood by Waiting for the Sun, a citrine necklace from Aura Paris, a ring from Monsieur Simone or even the first anti-pollution mask 100% made in France from R-Pur.

### 3- The green area by Merci Raymond - Outside area

To get a bit of air between stalls, head to the green area created by Merci Raymond. The goal of this eco-friendly collective of designers founded by Hugo Meunier is to make cities green and to put nature back into urban life. For the 2017 edition, Merci Raymond has created a green world; a hybrid of well-being and ethics, using recycled furniture and plant installations. Go to this area with a 100% eco-green atmosphere to get some relaxation between meetings!

Find this vibrant area on the terrace of Hall 2.2. Follow [Merci Raymond](#) on [Instagram](#), [Facebook](#) and [Twitter](#)

### 4-Fresh wild flower bouquets: Pampa Paris at the trade show – Entrance of Hall 4 and Hall 3, opposite K01

What could be better than a bouquet of flowers to brighten your day? Let Pampa Paris do just that with their bike delivery of pretty bouquets in Paris and its suburbs. This little company offers original arrangements, inspired by the flower markets and delivered to your home or to your office every month with the monthly subscription. Available in three different sizes (Sweet, Regular and Fabulous), these wild flower bouquets will be available to buy for a reduced price, exclusive to our trade shows.

Follow [Pampa Paris](#) on [Instagram](#), [Facebook](#) and [Twitter](#)



WE LOVE GREEN



MERCI RAYMOND



PAMPA PARIS

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