

FLASH INFO

PARIS, July 26, 2017

Innovation within the fashion industry

From September, within the dedicated area of Fashion Solutions, a Startup village will be set up in Hall 3, between the press area and the conference area, to welcome two major players within fashion and retail innovation.

As the first innovative platform fully dedicated to retail and fashion industries, **Lafayette Plug and Play** is a start-up accelerator created by the Galeries Lafayette Group in partnership with Plug and Play Tech Center. Lafayette Plug and Play aims to support the development of French and international startups that are transforming the retail and fashion outlook, by creating an innovative ecosystem around these industries. **Thanks to the partnership with Who's Next & Premiere Classe, eight start-ups from the first two seasons of Lafayette Plug and Play will be at the trade shows to exhibit their innovations aimed at retailers.**

Fashion Tech Days is a BtoB event encouraging discussion about issues and opportunities in the fashion industry of tomorrow; digital, innovative and ethical. **Regarding the partnership with Who's Next & Premiere Classe, eight selected startups will have the chance to share their vision of the future of fashion by presenting themselves in the heart of the Startup Village at the next Fashion Tech Days and by exhibiting their innovations based on the theme "fashion that does good".** The next Fashion Tech Days will take place between the 19th and 20th October at the CETI (Centre Européen des Textiles Innovants) in Tourcoing, France.

The aim of this Startup Village by Who's Next and Premiere Classe is to encourage innovation in fashion and retail by introducing professionals from the fashion and textile industry to innovators in order to bring about the digital evolution of the sector.

whosnext.com
premiere-classe.com

FASHION
TECH DAYS
2017

lafayette
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**Who's
Next.**

International fashion trade show

Premiere Classe
ACCESSORY FIRST

8_11
sept. 2017

Paris,
Porte de Versailles