

WHOs NEXT, Paris- Participation Report

7-10, September 2018

1.0. About the event

More than 20 years of presence since its inception, WHOs NEXT has become the leading international fashion trade show for womenswear in Europe. The event is organised by WSN Developpement. In January and September, the event welcomes around 46000 trade visitors and provide opportunity to discover from around 600 French and international ready-to-wear brands

Brands, buyers, trend setters and journalists from over 100 different countries come together to discover and set each season's trends

1.1. WHOs NEXT September 2018

This S/S 2019 edition left its stamp with the energy brought to Who's Next & Premiere Classe. With a strong and promising Africa Street theme, there was newness, inspiration and a layout supporting networking, and the launch of a beauty sector... A wealth of positive lessons to further extend!

With more than 1,400 brands taking part in this edition, a 4% increase compared to September 2017, the largest concept store in the world welcomed staple brands, young designers and, as with each edition, surprised its audience by putting young talents under the spotlight. The event brought together 43,500 visitors, 3% more than in September 2017. French visitors came in full force (69%) to discover key players in fashion, beauty & lifestyle or culture of the future. Out of balance 31% visitors from other countries, Italy shared with the maximum number of visitors followed by Spain, Belgium, Japan & Switzerland

Visitors enjoyed a new, clear and coherent route, enabled by gathering accessories and ready-to-wear, to create a more spacious trade show, as well as the development of three new dedicated areas: Fine Jewellery (a dedicated area for fine jewellery), Mix & Mixte (Backpacks, glasses, shoes, watches, headphones) and Beachwear(Ready-to wear /and fashion accessories from 60 designers)

During the 4 days, Africa Street animations spread good vibes and positive energy with performances such as live art, body painting, stories and poems, as well as Africa-inspired soundtracks, networking on deckchairs, and parties which brought everyone together. Who's Next & Premiere Classe were well and truly in a 'festival' mood, far from the traditional trade show image.

2.0. Economic scenario

In 2017, India France bilateral trade in goods stood at € 10.69 billion, an increase of 24.6% as compared to the previous year. India's exports to France were valued at € 5.35 billion, up 14.49%. French exports to India increased by 36.69% during the same period to € 5.344 billion. However, the overall volume of bilateral trade remains low with India's exports to France being a meagre 0.99% of France's total imports. Bilateral trade in services for year 2016 stood at € 3.14 billion which was in India's favour with Indian exports standing at € 1.70 billion (Source: Embassy of India, Paris)

France is the 7th largest importer of handwoven textiles from India. As per DGCIS data, export of handwoven products from India to France registered a positive trend with 12.28% growth during 2017-18 (16.33MUS\$) over 2016-17 (14.54MUS\$).

Export to France – Performance of Handloom Products

S.No	Category	2013-14		2014-15		2015-16		2016-17		2017-18	
		INR CR	US \$ M	INR CR	US \$ M	INR CR	US \$ M	INR CR	US \$ M	INR CR	US \$ M
1	Fabrics	1.13	0.19	0.33	0.05	3.20	0.48	1.64	0.25	1.27	0.20
2	Floor Coverings	28.19	4.66	28.23	4.62	28.74	4.39	29.15	4.36	34.85	5.41
3	Clothing Accessories	1.47	0.24	1.89	0.31	3.11	0.49	6.34	0.95	0.85	0.13
4	Madeups	55.71	9.21	60.26	9.86	50.89	7.77	60.10	8.99	68.27	10.60
	Total	86.49	14.30	90.71	14.84	85.93	13.13	97.24	14.54	105.23	16.33

Source- DGCI& S, Kolkata

3.0. HEPC's participation in the event

HEPC organised participation in WHO's NEXT (Spring / Summer edition) for the 9th time in succession since 2010. The event was held at Parc Des Expositions, Port De Versailles, Paris during 7-10th September 2018. The event participation was organised under **National Handloom Development Programme of O/o. The Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.**

Shri.Raghvendra Singh, Secretary (Textiles), Govt of India visited the event and interacted with the participants. The Secretary (Textiles) inaugurated Indian pavilion and released participants catalogue. **Shri.Sarvjeet Soodan**, Head of Economic and Commercial Wing of Embassy of India in Paris accompanied the Secretary (Textiles) during the visit. Fair authorities extended necessary protocol and accompanied Secretary (Textiles) during the visit to the event.

There were a total of 21 exhibitors (20 exhibitors – subsidised category; 1 exhibitor-non-subsidised category) exhibited in this event under the aegis of Council in an area of 216 sq mtrs (including central promotion stall). 19 exhibitors were placed in Hall 3 - FROM segment and 2 exhibitors were placed in Hall No.4 meant for Designer collection for garments as per their product profile. Decision regarding such segmentation is made by

a team of Juries of fair authority based on the product profile of the participants. Council had put up a central promotion stall publicising India Handloom Brand through a AV film presentation, display of samples and distribution of flyers.

The details of the exhibitors are given below in the table

Sl. No.	Company Name and address	Product details	Allotted booth No.
1.	Nehklank Textiles Noida – 201301	Garments & Accessories	510
2.	Rauny Exports, Ghaziabad -201005	Scarves	516
3.	Pragya International , New Delhi-110092	Scarves/Stoles/Fashion accessories	413
4.	ANS Design Studio New Delhi – 110076	Women’s Apparel	F23
5.	Quality Apparels, Greater Noida-201308	Beach Garments & Beach Accessories, Scarves, Stoles, etc.	521
6.	Fashion Folio, New Delhi -110063	Handmade Bags	412
7.	Dare Deer Creations Pvt. Ltd. Delhi -110024	Stoles, Scarves, Shawls	410
8.	Divyansh Apparels, New Delhi -110045	Handmade Ladies Garments & Scarf	519
9.	Rawsitasa Exports, New Delhi -110059	Fashion Accessories	417
10.	Raga Designs New Delhi -110038	Scarves & Accessories	414
11.	Saluja Exports, New Delhi – 110034	Cotton Handloom Bags, Hand-Beaded Bags & Belts	514
12.	Welkin Apex Banaras, Varanasi -221010	Scarves & Stoles	518
13.	Shikhar Overseas, Noida - 201308	Ladies Garments	411
14.	Esspee Exports & Mfg., Amritsar - 143001,	Shawls & Stoles	415
15.	IRA , Bangalore - 560025	Handloom Stoles & Apparels and Fabrics	517
16.	Pacific Garments Pvt. Ltd. Noida-201305,	Assorted Garments & Made-ups	515
17.	Bhutti Weavers Co.op. Soc. Ltd. Kullu - 175126,	Shawls, Stoles, Mufflers, Cap, Jackets, Socks, tweeds, etc.	523
18.	Vinayak Exports, Jodhpur -342005	Scarf & Bags	416
19.	Rinku Sobti Fashions Pvt. Ltd., New Delhi – 110070, India	Women’s Apparel	F43
20.	Never Say Never, Mumbai – 400080	High Fashion Women’s wear	418
21.	Jugal Traders, Noida-201301,	Bags & Accessories	420
22.	The Handloom Export Promotion Council, Chennai - 600 034	Trade Promotion	419

The product profile of the exhibitors under the aegis of the Council in this event witnessed a paradigm shift from the earlier composition of 100% clothing accessories (Stoles & Scarves and other accessories) to a mix of clothing accessories and garments. This change is influenced by market driven phenomenon and is happening due to change in the sourcing requirement and profile of visitors. It is a welcoming trend since it provides an opportunity to enhance product basket of handwoven textiles in international market and tap the overseas market potential with an array of unique handloom dress materials products which so far have been popular only in domestic market area.

The event had a few first time exhibitors / designer collection through HEPC and their feedback is given below.

“It was a wonderful experience to attend who’s next Paris show (Sep 2018). This was my first time to attend such kind of B 2 B fair, must say it was professionally organised show Truly inspired & encouraged to see face to face the creativity brought together from all around the world” – Ms.Bharti Maheswari , proprietor, IRA

“We are thankful for this opportunity and placing us at the right platform , it was very apt for the kind of products we make.,did some great business , looking forward to many more shows and seasons” – Ms. Astha Sethi, Propreitor, ANS Design Studio

“Experience of 1ST participation at WHO’S NEXT PARIS- I must say it was one our best experience as far as the show is organised as all products related to fashion was under one area & managed very professionally right from designing the exhibitors category area wise with separate halls & also the STAND LOCATION and construction of the stands having nice displays thus making buyers having clear view & nice presentation We were please to build up some good contact internationally & look forward to start up some good orders soon & thus have decided to participate in upcoming show as well. We look forward HEPC to maintain your same level of approach in order to promote INDIAN EXPORTS globally “- Mr.Uday Doshi, Owner, Never Say Never

As per the feedback from the exhibitors, **spot order worth Rs.3.65 crore and enquiries worth Rs.4.85crore from 493 visitors** who visited our exhibitors. The visitors were reportedly from Japan, Spain, Italy. Mexico, China, Finland, Norway, Belgium, Denmark, UK, Greece, Turkey, Middle East, apart from host country visitors from France. This aspects is an indicator of the event’s popularity among buyers across the globe.

Apart from HEPC, Indian Silk Export Promotion Council had also organised group participation of its member exporters

4.0 Market Trend

As per the interaction the official on deputation had with various stake holders the following details are shared for the information of the trade.

- AQUA and GARDEN themes are expected to be in vogue during 2019
- With extended summer season and soaring temperature during summer in EU region, the demand for fine 100% cotton clothing, linen clothing, cotton+ Linen clothing are witnessing an increase in demand.
- Fine count products in pastel shades and with value addition work such as embroidery, print were having a better acceptance.
- Accessories included shoulder bags, belts, shoes, laptop/ipad bags made out of durries and other coarse textile items were there on display and considered to be an ideal one to be mixed along stoles, scarves . garments in the product line which may be offered to the visitors

5.0 Meetings

The official on deputation had meeting with the following team of organiser.

- Ms.Aude Chabanier, Director
- Ms.Sylvie Pourrat, Director – Premiere Classe
- Ms.Christine Basset , Sales Manager-- Premiere Classe
- Mr,Raphael Suspene, Project Manager

The following issues pertaining to event participation were discussed

- Quality certification requirement and screening of participants – Fair authority informed that these will become mandatory in future so as to reinforce confidence among visiting buyers as they emphasis on quality exhibitors rather than quantity of exhibitors.
- Number of exhibitors- Our requirement of space for a minimum of 20 exhibitors were discussed and fair authority conveyed that they will accommodate our request.
- Stand accessories – requirement for atleast a minimum of 3 chairs and a plug point in each booth were discussed and the organiser’s Team that they will look into this requirement.
- Exclusive Designer Pavilion for fashion designer – Fair authority informed that a screening on the identified designers will be done by them before considering allotment. Further, the fair authority informed that the location will be based on product profile of the participants and it may be scattered around instead of clustered location
- Onsite advertisements- Council’ official requested for a proposal for onsite advertisements. Further, a request was also made with fair authority to consider a brand promotion for Indian textiles in line with “Africa Street” theme promoted during the event.

- The fair authority team also informed that in future edition they are planning to introduce a new segment for home décor which will encompass hometextile products in addition to the existing garments and clothing accessories segment. Hence, they requested that in next edition, we may recruit a few exhibitors who can display both hometextiles and clothing accessories. This will provide an opportunity for all our member exporters to participate in this event instead of restricting it to only clothing accessories which has been the practice so far.
- With a significant presence of Indian exhibitors (above 100 exhibitors), a request was made with fair authority to have an Indian restaurant inside the exhibition hall

On the side-line of participation in Whos Next , Council's official also visited Maison & Objet on 11th September 2018 and had a meeting with Mr.Vincent HOYET , Attache Marketing, SAFI in the presence of Mr. Raj Anand, Indian representative of SAFI and discussed on matters pertaining to HEPC's participation in the event. They informed that they are ready to provide space, however, screening and selection of participants will be done by them to ensure the presence of right exhibitor in the event, Further, the booth design need to undergo change from existing octonorm / compartment style to a collective umbrella display in a pavilion. Alternately, the participant may be given space scattered around the hall and construction may be undertaken in a befitting manner to match the ambience of event.

Council was represented at the event by Mr. P.Rangasamy, Deputy Director

IMPORTANT CLIPPINGS OF EVENT PARTICIPATION



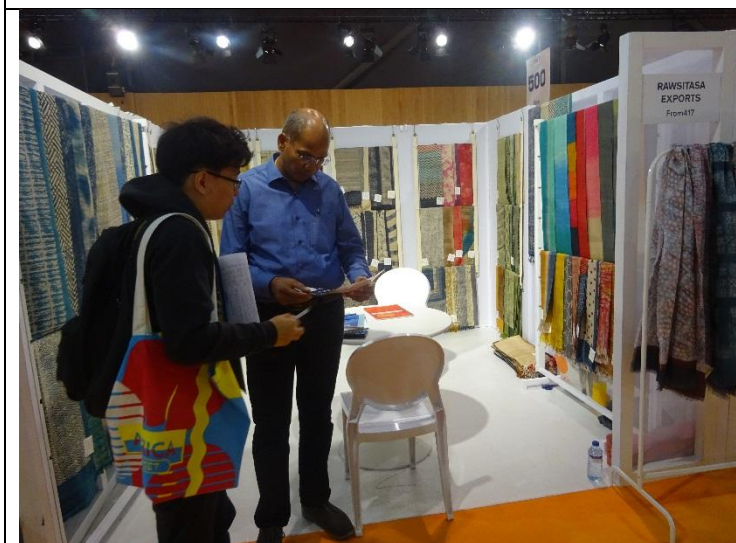
INAUGURATION AND INTERACTION
SHRI.RAGHVENDRA SINGH, SECRETARY (TEXTILES), GOVT OF INDIA



PARTICIPANTS STALLS









MEETINGS



