

Who's Next

Industry Setting:

Whos Next / Première Class are internationally renowned Fashion and Accessory trade shows organized twice a year in Paris and Dubai providing the French and international distribution with a well-informed and avant-garde vision of the season's ready-to-wear trends.

Challenge:

As exhibitors are driven and conditioned by the fashion trends every year, they must by nature rejuvenate themselves into something new every time. This led to the need of a sustainable framework, able to set a recognizable identity, but whose specific content and applications can be adapted from time to time according to the flavor of the year, the communication materials and the circumstances without denying itself.

Strategy:

The creative response is a typographic patchwork of extreme clarity, deriving from the basic original component that forms the event: textiles and weaving techniques, fused together in different ways but all realized through a sapient and highly qualitative artisanal know-how. The concept of a patchwork suggests the idea of multiplicity and multi-dimensions, materials overlapping each other to hint to a new extravaganza of textiles, impressions of touch, colour shades, lines and stripes. The utmost impression is that of a tailor workshop, the craftsmanship and artistry lab for experimenting and developing new shapes, ideas, trends that will form a must-have fashion style.

Result:

The developed identity system can be adapted to a variety of tendencies and follow the latest trends of each season: from baroque to ethnic trends, from leather to silk and so on, the concept is able to work against transversal trends and to develop across seasons. The purity and clarity of the graphic design can remain the constant factor of a self-reinventing identity, whose main feature is the ability to continuously overcome its past and impose itself to the attention of the widest public. A comprehensive visual language creates a framework for an impression, not a content and this allows to diversify the communication in accordance to the specific messaging.