

LENEWBLACK
THE FIRST ONLINE FASHION FAIR

F/W 2012 & S/S 2013

www.lenewblack.com

Enjoy permanent selling seasons

Le New Black : buyer's verbatim

JEMMA DYAS - BROWNS FOCUS ex-BUYER, today at ASOS.COM - UK

"I love working with Le New Black. It frees up my time and everything is so easy to follow. I use it as a constant reference tool all through the season."

LISA JONES - BROWNS - BUYER WOMEN'S COLLECTIONS - UK

"I use Le New Black to look at styles for brands that we currently stock (...). After the appointment and after we have taken notes, I look on the website to refresh my memory and also to make sure there aren't any styles which I have missed. I occasionally look on the website to see which new brands are on!"

LAUREN TRON - SARENZA.COM - LUXURY GOODS BUYER - FR

"It is the futuristic work tool : you can now work anytime, anyplace. To be independent, constraint-free. The suppliers get back to you quickly to confirm the order. Therefore, if there is any mistake or change, nothing is set in stone. I personally buy over a hundred brands. Le New Black is the perfect tool to discover and re-discover the collections and work anytime on my orders, quietly. And the website is very easy to use!"

AIMEE BROWN - URBAN OUTFITTERS - BUYER - UK

"Having all these brands online means I can view many collections in my own time without the need for an appointment. I can then plan my buying time more efficiently. It also means that I get regular updates on new collections added so I can do research without leaving my desk. I can then follow up at my leisure on what I am interested in, like visiting a tradeshow in 15 minutes !"

Why choose Le New Black?

LENEWBLACK.COM : THE PERFECT COMPLEMENT TO YOUR SHOWROOMS & TRADESHOWS

The fashion market is now saturated, unstable and fast-changing. Fashion events are increasing in the traditional fashion capitals (Milan, Paris, New York, London, Berlin, Copenhagen) along with the emerging fashion capitals (Istanbul, Seoul, Moscow, Rio, Sao Paulo, Mumbai, Delhi, Melbourne, Sydney, Singapore etc.). The market has never been so attractive yet so complex to succeed in.

Le New Black finally breaks the constraints of time and distance characteristic of traditional showrooms: brands are able to offer their collections to retailers worldwide for a permanent selling season and retailers can view selected collections at any time before, during and after fashion week.

LENEWBLACK.COM: A REVOLUTIONARY CONCEPT

Through Le New Black, brands exhibit and sell their collections online in their own private wholesale showroom, on a single web platform. A controlled, pre-approved network of international retailers has access to view the collections and place pre-orders online. The brand and the retailer simply receive their pre-order by email instantaneously.

Le New Black combines the principle advantages of a showroom (brand positioning, privacy and exclusivity), and a tradeshow (a shared network of selected buyers). It is a tool especially designed for the most demanding brands and retailers.

LENEWBLACK.COM: A HIGH-END POSITIONING

Le New Black aims to showcase the most sought-after international brands: the iconic designers of international fashion weeks who present collections in private showrooms (Christophe Josse, Steffie Christiaens, Cat's Tsumori Chisato, Fred Perry x Richard Nicoll etc.) and brands selected at the world's most notable and fashion tradeshow (Surface to Air, Heimstone, Le Mont Saint-Michel, Emmanuelle Khanh, Waiting For the Sun, April May, Dice Kayek, Steve Mono, Veja, Valentine Gauthier, Yvonne Yvonne etc.)..

A selection focused on quality: quality of creation, production and distribution.

Christophe Josse
PARIS

cat's
TSUMORI CHISATO

STEFFIE CHRISTIAENS

• SURFACE TO AIR •

LE MONT SAINT MICHEL

JC de CASTELBAJAC


STEVE MONO



EK EMANUELLE
KHANH PARIS

Le New Black : since its launch in july 2009

80 PARTICIPATING COUNTRIES

60 BRANDS AVAILABLE

Brands seeking to maintain selective distribution with an innovative approach.

MORE THAN 650 ONLINE PRE-ORDERS ALREADY PLACED.

Amounts ranging between €2,000 and €25,000 per pre-order.

OVER 1300 SELECTED BUYERS REGISTERED

Buying offices, department stores, luxury boutiques and concept stores are able to register on the site for free. Once personally approved by Le New Black according to their positioning and existing range, buyers can access the collections any time with their username and password.

EUROPE : 56%

Graanmarkt 13, Sien, Hunting and Collecting (BE), Farenah Concept (BG), Looq, L'Arsenal Store (CH), Quartier 206, Voo, Greta & Luis (DE), Stylepaste.com, Henrik Vibskov, Youheshe.com (DK), Ekseption, Yvonne Rohé (ES), Helsinki10, Beamhill (FI), Franck & Fils, Lambert & Associates, Kabuki, MP Select, Colette, Les Galeries Lafayette, Série Noire, L'Exception.com, The Next Door (FR), Kronkron (IS), 10 Corso Como, Blondie, Wok, Super, Christine Ellis Associates (IT), Ansh46, Intenso, Kabinet (NL), Raionul6 (RO), UK Style, Podium (RU), Aplace (SE), Villa Gross (UA), The Shop at Bluebird, Browns, Dover Street Market, Avenue32.com, Matches, Urban Outfitters (UK), etc.

AMERICAS : 32%

Legion, La Garçonne, If, Azalea, Ssense, Barneys, Project n°8, Saks, Oak, Gilt Groupe, Satine, Jumelle, Blue & Cream, Alex and Chloé, Elizabeth Charles, Steven Alan, American Rag, Seven, Gargyle, Stand up Comedy, Brigade, Creatures of Comfort, Fred Segal Man, Ooga Booga, Black Parrot, Otte, King of Green Street, Pour Porter, N°6 Store, Satine, Founders & Followers (US), Serpentine, Boutique U&I, Ssense, Jonathan & Olivia (CA), Saks Mexico (MX), Bella Bella (GT) etc.

ASIA & REST OF THE WORLD : 12%

Jean Brown, Husk, Offtherunway.com.au, Mychameleon.com.au, MyCatwalk.com.au, Dilettante (AU), Lane Crawford, Joyce, Bauhaus, I.T, Harvey Nichols (HK), Barneys Japan, Adam et Ropé, Restir, H.P. France, Isetan (JP), Tom Greyhound, 10 Corso Como, Daily Projects, Galleria, Kwin conceptshop, Darlingyou (KR), Ms Dantel Boutique 4 (KW), Piaff, Ginette (LB), Must Concept Store (MA), Aseana (MY), Impression (QA), Harvey Nichols Riyadh, Life (SA), Front Row, Club21 (SG), Beymen, V2K Designers (TR), TuanTuan (TW) etc.

My 2012 sales on Le New Black

MY ADVANTAGES

A network of controlled and exclusive international buyers.

My wholesale showroom on line.

Permanent sales seasons.

An unlimited number of styles created per collection.

My pre-orders received by email and stocked in my back office.

A tool for recommending personal selections to buyers.

My link to send to my network or buyers and sales prospects.

(www.lenewblack.com/brandname)

My collection announced in a newsletter as soon as it is available online.

(Communicated to a network of 10,000 buyers and press)

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Are you and your team too busy ? Le New Black can put your collection online for you with the upload package.
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REFERRAL:

Get one of your friends to register with you and both get a discount on the registration fee!

"Le New Black finally offers the possibility to enjoy permanent sales seasons: the brands can manage their virtual showrooms on their own and make it part of their global sales strategy. As a former physical tradeshow organisator, I believe Le New Black is a revolutionary tool...!"

Emilio Vazquez-Toro - Responsable des Collections Femme - Le New Black

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