

**LENEWBLACK**  
SELECTED BRANDS FOR SELECTED BUYERS

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Enjoy permanent sales campaigns

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[www.lenewblack.com](http://www.lenewblack.com)

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## What is Le New Black?

*Fashion events are increasing in the traditional fashion capitals (Milan, Paris, New York, London) along with the new 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. Online B2B appears indispensable to reach this market, the corner stone of the development of the fashion industry.*

**Le New Black is the first virtual B2B fashion platform tailored to cutting-edge brands and influential retailers.**

### AN INNOVATIVE WORKFLOW IN THE FASHION INDUSTRY.

Selected brands exhibit and sell their collections online in their own private B2B showroom on the web platform. A controlled, pre-approved network of international retailers enjoy permanent access to view the collections and place pre-orders online. The brand and the retailer simply receive their pre-order by email instantaneously. A tool especially designed for the most demanding actors of the industry.

Combines the privacy of a showroom and the mutualized buyer-network of a tradeshow for permanent and international sales campaigns.

### A HIGH QUALITY AND INTERNATIONAL 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, Cat's Tsumori Chisato, JC de Castelbajac, United Bamboo etc.), brands selected at the world's most notable trade-shows and showrooms (Surface to Air,, Fred Perry x Richard Nicoll, Johnny Farah, Karl Donoghue etc.)

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

### A TARGETED AND CLOSELY FOLLOWED COMMUNICATION.

Le New Black's PR Manager communicates with our network of over 10000 selected retailers, brands and press through weekly targeted newsletters and daily via social networks about new brands, new collections, international trends, and about the fashion and innovation sector. Our account managers support the registered brands and buyers' activity all along the season, to optimize the results obtained through the platform.

A permanent promotion of international talents and of the fashion and innovation sector towards targeted retailers and press.

## Le New Black : since its launch in July 2009

### 700 ONLINE PRE-ORDERS ALREADY PLACED.

### 72 BRANDS AVAILABLE.

Brands seeking to develop selective distribution with an innovative approach

### OVER 1350 SELECTED BUYERS REGISTERED.

Selected buying offices, department stores, luxury boutiques and concept stores :

#### **Europe : 56%**

Hunting and Collecting (BE), Farenah Concept (BG), Quartier 206, Voo (DE), Henrik Vibskov (DK), Ekseption (ES), Beamhill (FI), Lambert & Associates, MP Select, Colette, Les Galeries Lafayette, Odile Baudelaire Fashion Office, Printemps (FR), Kronkron (IS), Antonioli, 10 Corso Como, Christine Ellis Associates (IT), Raionul6 (RO), UK Style, Podium (RU), Villa Gross (UA), The Shop at Bluebird, Browns, Dover Street Market, Avenue32.com, Matches, Net-à-Porter, Urban Outfitters (UK), etc.

#### **Americas : 32%**

Black Parrot, Blues & Cream, Elizabeth Charles, Gargyle, If, La Boutique, Lux Couture, Maple, Modewalk, Mint, Oak, Owen, Revive, Saks 5th Avenue Club, Space519, Stand Up Comedy (US), Boutique U&I, Jonathan & Olivia (CA), Saks Mexico (MX), Bella Bella (GT) etc.

#### **Asia & rest of the world : 12%**

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

### 80 PARTICIPATING COUNTRIES.

#### **A continued growth in visitors numbers :**

- Number of buyer visits to Le New Black  
between the season Summer 12  
and the current Winter 2012/13 season :  
**Increase of 223%**

- Average time per visit per buyer :  
**20 minutes** (equal to that of facebook).

- Average number of pages viewed :  
**40 pages.**

## Le New Black : for brands

	CLASSIC PACK	MEDIUM PACK	PREMIUM PACK
<b>ACCESS TO A SELECTIVE BUYERS NETWORK</b>			
Permission controls (buyer authentication) by Le New Black.	✓	✓	✓
Self-registration of your own buyers.	✓	✓	✓
<b>COLLECTIONS MANAGEMENT</b>			
Your online B2B showroom.	✓	✓	✓
Unlimited number of styles per collection.	✓	✓	✓
Unlimited number of colors and materials per style.	✓	✓	✓
Automatic generation of line sheets.	✓	✓	✓
Currency-catalogues.	-	2	4
Full set-up of your showroom by le New Black.	<i>Option</i>	<i>Option</i>	✓
<b>SALES MANAGEMENT</b>			
Sales rep. accounts.	-	2	4
Link to send to buyers and sales prospects : <a href="http://www.lenewblack.com/nameofyourbrand">www.lenewblack.com/nameofyourbrand</a>	✓	✓	✓
Pre-orders received by email and stocked in your private back office.	✓	✓	✓
Personal recommendation tool.	✓	✓	✓
<b>MARKET INTELLIGENCE</b>			
Direct access tokens for chosen buyers.	-	✓	✓
Live buyer activity reports.	✓	✓	✓
Business insight reports.	-	✓	✓
<b>LE NEW BLACK SUPPORT</b>			
A dedicated Account Manager.	✓	✓	✓
Your collections announced in our targeted weekly newsletters to our network of over 10,000 buyers and press contacts.	✓	✓	✓
<b>ANNUAL FEE*</b>			

\*Please contact us for annual fees.  
No commission fee taken by Le New Black.

## Le New Black : buyer's testimonials.

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 - NET-À-PORTER GROUP - 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 !"

JAMES KROHN - SAKS 5TH AVENUE CLUB - BUYER - US

"Le New Black caught my eye because it represents some of the new talents in the industry. Our clients are always looking for the novel and the unusual."

## **Le New Black : contacts.**

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