

For the 4th season, Le New Black partners with the Fédération de la Haute Couture et de la Mode for its Sphère showroom

Since January 2020, the Fédération de la Haute Couture et de la Mode (FHCM) has operated a showroom dedicated to emerging designers - Sphère Paris Fashion Week® Showroom. On the occasion of the Paris Fashion Week® Womenswear Fall-Winter 2022, Le New Black is collaborating with the FHCM to digitalise its Sphère showroom and thus offer a hybrid solution to emerging designers to structure and develop their brands in the best conditions with professional buyers.

"I only work with brands that have a BtoB site, otherwise it is not profitable for us. We are more reactive, especially for reorderings as we have access to stocks and future availability online", explains a Network buyer in the study carried out by Le New Black at the end of 2021 on the new expectations of French buyers.

In 12 years, the French platform Le New Black has become the expert in the commercial development of creative brands by enhancing their DNA while meeting the new requirements of international buyers. Since July 2020, the designers participating in the Sphère showroom have each enjoyed a digital showroom to present their new collections and take their pre-orders, overseen by the FHCM, which has its own digital showcase and even offers a 3D tour of the physical Sphère showroom held at the Palais de Tokyo each season.

"We chose the Le New Black multi-brand solution as not only the company is French and based in Paris but the platform also allows us to transpose the identity of the Fédération de la Haute Couture et de la Mode and the atmosphere of the Sphère showroom onto our own digital showroom. The 3D tour of the physical showroom was also very helpful as the pieces display allows buyers to project themselves in their merchandising" Christelle Cagi-Nicolau, in charge of the Emerging Brands Initiative at the Fédération de la Haute Couture et de la Mode.

After having accompanied the brands EGONlab, BlueMarble, Mansour Martin, Boyarovskaya, Boramy Viguier, Thebe Magugu, MOSSI, Germanier, Uniforme, Valette Studio, RIER, Lukhanyo Mdingi, LGN Louis Gabriel Nouchi, Kenneth Ize, Arturo Obegero, Christoph Rumpf and Benjamin Benmoyal, the newcomers CHENPENG, Yu Prize 2021 and semi-finalist for the LVMH Prize 2022, and Lecourt Mansion, ANDAM Pierre Bergé Prize 2019, now join the Sphère showroom this season to be supported by the FHCM and its partners.

Le New Black enables institutions to adopt digital sales tools in an industry where digital showrooms are essential, and where transformations in BtoB buying habits are instilling a new era of communication and exchange. The company also supports the Seoul Fashion Week, the Swiss Fashion Association for the Swiss Digital Fashion Week and the Embassy of the Argentine Republic in France for its "Creative Experience" project.