

LENEWBLACK

Covid-19: Le New Black by your side

Much like every actor of the wholesale industry, we are monitoring the situation regarding Covid-19 pandemic as it evolves worldwide, and the initiatives arising to fight against it all over the world. We pay a huge tribute to these actions and support our clients during these difficult times.

As a 100% Cloud platform, Le New Black naturally keeps on providing its entire range of services, without interruption or degradation, to support brands wholesale activity via web & mobile application and APIs. In order to guarantee the quality of our service and support brands during the crisis, the following measures have been taken:

- Protection of our team: our staff has been working from home since Monday March 16th when the government decreed confinement. Face-to-face meetings and trainings are being held remotely online or put on hold, and a close collaboration with our direct partners and suppliers has been set up to adapt to the crisis. Our entire staff will keep working from home from May 11th in compliance with government measures and meetings will remain online or put on hold.
- Client support mobilised: your account manager and the Customer Success team are available every day to answer any question you may have, and provide their advice regarding our features to support your activity (see contacts below).
- Community meet ups: this crisis aroused a deep need for talk, mutual aid and collaboration. With this in mind, Le New Black is now holding regular meetups where our community of brands is encouraged to share ideas, experiences and doubts raised by the crisis (learn more about community meet ups).
- Product update: as brands adapt to such a context, our team is listening to any new need you may have regarding features and client experience. Our product roadmap is regularly updated to adapt to these needs. (see new features)
- Partnerships strengthening: in order to support emerging brands, Le New Black joins forces with institutions at the heart of the world's leading ecosystem for fashion. (learn more about partners)

OUR CLIENT SUPPORT IS MOBILISED

Your account manager and the Customer Success team are available every day to answer any question you may have and provide their advice regarding solutions to support your activity:

- Support by email: support@lenewblack.com
- Telephone: 0033 1 84 16 10 70 every business day from 10am to 6pm
- Chat support is available by using the widget "support"
- Knowledge base is available on support.lenewblack.com

LE NEW BLACK SUPPORTS COLLABORATION WITHIN ITS COMMUNITY OF CLIENTS

As the best tech and sales partner for fashion brands, we enjoy bringing our clients together. We have been inviting brand managers to online “Community Meet ups” since the beginning of the crisis, to answer all together the current challenges in a spirit of solidarity and collaboration. It seems essential to us to be united and to use our platform as a space for sharing questions, to go together through the brutal market transformation, and to prepare for the post-crisis period.

LE NEW BLACK ADAPTS ITS DEVELOPMENT ROADMAP

- Brand content: customisation of the digital showroom **to present the most attractive contents through video, image and text** integration and strengthen brands’ storytelling to build the ideal presentation path from the homepage.
- Collection presentation: an immersive commercial experience thanks to 360° visuals and videos on product sheets. Use unique content for each variant, like a BtoC e-commerce design.
- Client engagement: display three latest news on the showroom homepage such as new styles, collaborations or sales event dates etc. and schedule appointments directly from buyers’ initiatives, both calendar and listing views being accessible from their back office.

LE NEW BLACK MAKES A STAND WITH ITS PARTNERS

- Le New Black and Grand Shooting join forces to simplify 360° or packshot visual creation process and to automatically integrate content from Grand Shooting platform to Le New Black digital showroom. [Read article.](#)
- The Fédération de la Haute Couture et de la Mode, at the heart of the world’s leading ecosystem for fashion creation, choose our platform to support emerging brands and digitise SPHERE - Paris Fashion Week® Showroom. [Read press release.](#)
- Le New Black supports fashion brands in their digital transformation with its partnership with the Fédération Française du Prêt-à-porter féminin. [Watch video.](#)

LE NEW BLACK, YOUR WHOLESALE SALES MANAGEMENT PLATFORM

More than ever, digital wholesale and a B2B buyer experience aligned on B2C seem essential to maintain wholesale business. 200 brands like AMI Alexandre Mattiussi, American Vintage, Ann Demeulemeester, A.P.C., Études Studio, Haider Ackermann, Kenzo, Le Mont Saint-Michel, Maison Rabih Kayrouz, Pataugas, Patou, Sessun, Tory Burch, Rimowa etc, already use digital tools to provide their retailers with the information they need:

- Line sheet (digital, Excel or .Pdf formats): sales reps can generate complete and aesthetic line sheets in a few clicks from their back office on Le New Black to complete online or to be sent by email to their buyers. Once the Excel line sheet is completed, the sales rep can simply

upload it to the platform to confirm the order.

- Product selections: brands can prepare product selections, send them to their buyers in a digital format to be confirmed online, in an Excel format to be reimported, or in a .Pdf format.
- “Department store format”: department stores generally use their own order-taking application, and need brands to provide the corresponding format. Sales reps can download this special “department store” format in one click from their back office and provide it to their buyers.
- B2B showroom: convincing a prospect remotely is a challenge. Our clients use their BtoB showroom to promote the identity of their brand, and to allow buyers to discover the entire collection comfortably. Buyers can view the main themes by fabric or by looks, and place their order online or order stocks by selecting products and quantities.

“Our online showroom allowed us to turn the negative impact of the Coronavirus into a positive and efficient sales experience for our partners blocked abroad. We have been able to fully upload all our showroom-related assets online to make sure all the clients have all the necessary tools to place their orders smoothly online.”

Nadia Larochelle- Head of sales - Ann Demeulemeester

For the past few years, orders are usually placed at the beginning of the season (70%). Men's collections and women's pre-collections are unveiled at the same time, and buyers tend to limit their trips to once per season rather than twice. Brands have therefore started to develop or maintain commercial relationships through their online showroom, to propose capsules collections or in-stock orders throughout the year. The Winter 2020 season will nonetheless be remembered as a turning point for our industry and for fashion wholesale business.

Le New Black expresses full support to brands and retailers from the fashion industry, and remains at your disposal for any advice.