

LE NEW BLACK

SELECTED BRANDS FOR SELECTED BUYERS

SPRING 2013 A 24/7 FASHION WEEK

Le New Black is the virtual B2B fashion platform tailored to cutting-edge brands and influential buyers. It allows the players of the industry to enjoy a permanent, international and selective commercial season.

90 PARTICIPATING BRANDS:

"We were trying to find new and exciting tradeshows to attend, and we found the coolest of them all: Le New Black."

Fatima Al-Hufidi – Co-founder / Buyer - Impression - Doha - Qatar

Le New Black selects brands and designers at international fashion weeks: Paris, Berlin, Copenhagen, London, New York, but also Delhi or Seoul. Next to Christophe Josse, JC de Castelbajac, Etudes, Fred Perry Laurel Wreath by Richard Nicoll, Johnny Farah, Karl Donoghue, Le Mont Saint Michel, Nom*d, Steffie Christiaens, Steve Mono, Surface to Air, Valentine Gauthier and Veja, we are delighted to welcome:

Women's Ready-to-wear:

Atelier Gustavolins, Beth Richards, Demoo Parkchoonmoo, DSTM, Reality Studio, Quentin Véron, Mandarin & General, Zayan etc.

Men's Ready-to-wear:

Hoon, Commune de Paris 1871, Melinda Gloss, Mohsin Ali, Robinson les Bains, Sixpack France etc.

Accessories :

Age of Reason, Aish, Bracher Emden, Florian Denicourt, Gerbe x Gaspard Yurkievich, Les Néréides, Maison des Talons, Renard Bijoux, Weston etc.

A CONSTANTLY EVOLVING PLATFORM:

«Le New Black's concept is very nice.

There are already many brands that I like and I will discover more in the near future.»

Celia Solf – Buyer -Departmentstore Quartier 206 - Berlin - Germany

In a saturated international market, Le New Black has become today's strategic tool for commercial advancement:

- Private wholesale online showrooms, with a pre-order system.
- Online line sheets, adjustable prices per country.
- Accounts for sales agents.
- Pre-orders simply received by the buyer and the brand via email.
- Statistics for commercial prospection.
- Free access for buyers, on authorization.
- Le New Black's targeted communication towards industry players.
- Le New Black's personalized handling of brands and registered buyers by our account management team.

"Le New Black, a pioneering fashion trade show"

WWD

Since the launch of Le New Black in July 2009, more than **1,380 buyers** from **80 countries** (comprising buying offices, department stores and luxury multi-brand boutiques) have registered: Net-a-Porter, Dover Street Market, Barneys, Lambert & Associates, Printemps, Antonioli, Galeries Lafayette, Harvey Nichols, Browns, IT, Lane Crawford and Colette, to name a few.

Thanks to an innovative concept and a coherent contemporary fashion / entry luxe positioning, almost **800 pre-orders** have already been placed online. The objective of Le New Black remains unchanged since its inception: to bring together the highest quality international brands with the most selective buyers on a single platform.

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Photo : Filles à Papa Spring 2013 / www.lenewblack.com/fillesapapa