

## 2009-2019: 10 years of expertise!

Fashion brands today have to face new challenges, on a finally clearer wholesale fashion market, 10 years after the economic crisis of 2008.

Fashion retailers need to order new products, stocks or carry-overs on a regular basis, to compete with fast-fashion. They must be able to rely on brand reactivity. As they are e-commerce customers themselves, their own consuming habits have been deeply transformed and they now demand qualitative user experience and services to fashion brands.

In 2009 already, Le New Black had anticipated these market evolutions, and developed a B2B sales management platform with unique competitive advantages:

- **Top-of-the-line user experience** : Le New Black is a comprehensive B2B sales management and sales supervision software Ensuring a premium user experience inspired by B2C is at the heart of our approach. We guarantee a fast adoption, with an optimal engagement from sales teams and retailers.
- **Powerful B2B showroom** : Our B2B showroom is appreciated for its superior ergonomics, and its specific features tailored for B2B, such as the collections displays per looks or per fabrics. Discovering new collections, or ordering stocks or carryovers online is intuitive, and allows brands to develop a dynamic wholesale.
- **Private B2B showroom with white-label option** : For established or exclusive brands, Le New Black proposes a private showroom with white-label option: brand logo, customised url, typography, and even a custom editorial option to manage their homepage.
- **Autonomous data management** : Le New Black customer success team integrates our brands data upon request. Independent brand managers can also do it themselves, thanks to an intuitive data integration system. Moreover, they can manage their buyers database thanks to the private B2B showroom option. A huge gain of time during sales campaigns!

### A word on Le New Black:

A pioneer in the digitalisation of fashion wholesale since 2009, Le New Black supports brands in the presentation and distribution of their collections. The company operates predominantly in the fashion, luxury, accessories, jewelry, lingerie, active wear, footwear and children sectors. The SaaS platform has won over many prestigious clients such as Amiri, Tory Burch, and Kenzo, as well as institutions such as the Fédération de la Haute Couture et de la Mode, the Fédération Française du Prêt-à-porter, and the French Footwear Federation.