

## LE NEW BLACK IS LISTENING TO THE ACTORS OF THE FASHION INDUSTRY

*The international market is increasingly dense and complex. Brands and retailers need to benefit from optimal and selective commercial campaigns in very short periods of time.*

*Le New Black developed innovative solutions for them to achieve this goal.*

### BRAND NEW: LE PRIVÉ.

#### The custom-made solution for top-end brands.

After analyzing the need of the most demanding brands for exclusivity, Le New Black launches Le Privé. Le Privé is a complete wholesale solution adapting to the brand's visual identity, and on its own domain name. Buyers exclusively access this service by personal invitation. With Le Privé, Le New Black also sets up a system that simplifies the order placing in showroom, thanks to bar code scanners. As a pioneer of B2B fashion innovation since 2009, Le New Black is proud to announce that Le Privé was unveiled with the Summer 2014 collections of Krisvanassche and AMI Alexandre Mattiussi -Prix ANDAM 2013.

### LE NEW BLACK.

#### The virtual B2B fashion platform tailored to cutting-edge brands, agents and influential buyers.

150 brands and designers selected during the most coveted international fashion weeks now show their collections on Le New Black. 2300 accredited buyers can view the collections, place their orders or confirm their quantities online all along the season. For Spring 2014, the Scandinavian Ann-Sofie Back, Barbara I Gongini, Baum und Pferdgarten, Carin Wester, Henrik Vibskov, Maria Black, Rodebjer, nué notes, the French Marchand Drapier, Sessùn, Kenzo men shoes, the new yorker Haerfest and Peters Mountain Works and many more joined Avelon, Baserange, Bruuns Bazaar, Commune de Paris 1871, Etudes, Harris Wharf London, rdm by Rue du Mail, Rupert Sanderson, Surface to Air etc.

### INSTITUTIONS.

#### Le New Black supports emerging designers, with the help of the institutions.

In 2012, Le New Black partnered with the DEFI, French Ministry of Economy, Finance and Industry. Eligible ready-to-wear brands benefit from the assistance of the DEFI to finance their participation in Le New Black, the innovative virtual B2B fashion platform. From 2013 and thanks to the French Federation of footwear, shoemakers subject to the fiscal tax also benefit from a financial support for their registration on Le New Black. In supporting the participation of emerging designers on Le New Black, fashion institutions recognizes the strategic export aspect of this business tool, high quality of its buyer network and consistency of its positioning.

*THEY USE LE NEW BLACK: Ashto Trading, Elilhaam (AE), Haute Couture Wien (AT), Filly's Stable, Jean Brown, Le Louvre, My Chameleon (AU), Hunting and Collecting, Jeurissen (BE), Ssense (CA), N°2 (CH), Alter Concept Store, S.T.A.R.S., Triple-Major (CN), Joleen (DE), Henrik Vibskov Boutique, Elite Spain (ES), As it is, Colette, Galeries Lafayette Paris, Golfe Buying Office, Lambert and Associates, Le Bon Marché, Menlook, Mint, Pom, Yagi Tsusho Limited Paris Office (FR), Dover Street Market, Fenwick, Folk, Gallery 28, my-wardrobe, Net-A-Porter, The Shop at Bluebird (GB), Harvey Nichols, I.T (HK), Antonioli, Joyce, Roberto Girardi, Tessabit, The Corner (IT), Amabile Japon, Ltd., destination Tokyo, N id, Tomorrowland CO. LTD (JP), Daily Projects, Darlingyou, Spacemue, Tom Greyhound (KR), Margareth Olsthoorn (NL), Freudian Kicks, Shine (NO), Impression boutique (QA), Front Row, Reebonz, Tangs (SG), Uncensored (TH), Artifacts (TW), Alex and Chloé, Bird, Black Parrot, Creatures of Comfort, Founders & Followers, Ikkon, Lambert & Associates, Modewalk, Nordstrom Direct, Saks Fifth Avenue, Satine Boutique, Steven Alan (US) etc.*

