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LAUNCH ANNOUNCEMENT! NEW WEBSITE & IPAD APP

Le New Black unveils its new website, signed by Area17 Agency (Style.com, Theyskens Theory, Ora ïto), and launches «Orders by Le New Black», the offline order input application for iPad, dedicated to fashion brands. The essential tool to maximize sales results in showrooms or at trade-shows. With its complete B2B sales suite for brands, Le New Black confirms its position as the number one B2B fashion platform in Europe.

B2B FASHION IS NOW ONLINE

Behind the sparkles of fashion weeks, the trade between brands and retailers has moved online. With Le New Black, fashion brands digitize their wholesale business, from automated line sheets to prospection tools, from order writing offline and online, to integration in their management software. Brands chose the digital storefront adapted to their needs: the B2B marketplace (by application only), or a private showroom.

LE NEW BLACK: THE #1 B2B PLATFORM FOR FASHION

250 brands have already integrated Le New Black into their business strategy: Krisvanassche, AMI Alexandre Mattiussi, Paco Rabanne -Groupe Puig-, Jacquemus, Etudes, April77, Bernhard Willhelm (Paris Fashion Week), Baartmans & Spiegel, Harris Warf London, Faustine Steinmetz, (London Fashion Week), Rodebjer, Assembly (New York Fashion Week), Won Hundred Whyred, Henrik Vibskov (Copenhagen Fashion Week), John Lawrence Sullivan, Diptrics showroom (Tokyo Fashion Week) etc. Over 10 000 retailers from 85 countries use Le New Black to prepare their buying sessions, view and order collections: department stores, buying offices and multi-brands stores.

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Photo: Na Di Studio / London Collections: Men.

