

## Le New Black opens up its capital to Zalando

European leader in B2B fashion e-commerce, Le New Black has received financial investment from Zalando, Europe's leading online fashion platform, to further leverage market opportunities. Since its foundation in 2009, Le New Black has been a pioneer in the digitalization of B2B buying systems in the industry. The Berlin-based Zalando holds a minority stake within Le New Black capital, led by its double expertise in fashion and web, its product, and its growth potential in an expanding market.

This financial support allows Le New Black to reinforce its service to brands, agencies, and retailers. The new version of Le New Black's marketplace is designed as a multi-brand B2B e-commerce platform and will launch later in 2016. Buyers will benefit from an innovative user experience and public portal to discover trends, brands, and key-events on the fashion calendar. For brands – whether newcomer or established partner – its wholesale buying software offers new features in its bid to become the leading management infrastructure.

“This investment gives us the opportunity to reach the next strategic milestone: Gathering the main market players of the value chain in order to offer the most comprehensive B2B e-commerce tool”, said co-founder and President Vidya Narine. Le New Black continues to develop its activity as an independent structure under current management.

### About Le New Black

- 250 fashion brands (AMI Alexandre Mattiussi, Jacquemus, Kolor, Lanvin, Lemaire, Hugo Boss, Paco Rabanne, PaulandJoe, Maison Rabih Kayrouz, Sarah Pacini, Yeezy, etc.)
- 10,000 multi-brand retailers (Colette, Dover Street Market, Les Galeries Lafayette, Harvey Nichols, Yoox Net-à-Porter, Zalando etc.)
- 110 involved countries
- Website and iPad app available in English, French, Italian and Japanese
- Continual support to young talents through institutional partnerships with le Defi, la Fédération Française de la Couture in France, Taff in Singapore, Anje in Portugal.