

「法國 Who's Next 時裝展」暨「Le New Black 平台」 國際時裝數位展銷聯合推廣

法國時裝展(Who's Next，簡稱 WSN)由 WSN DEVELOPEMENT 公司 1994 年於世界時尚之都巴黎創立專業時裝展，2021 年 9 月 3 日至 6 日 Who's Next 預定於巴黎凡爾賽門展覽中心(Porte de Versailles, Paris)以 4 天 B-to-B 專業商貿展(Trade Show) 舉行，本次紡拓會特約委請歐洲專業業務協助我參展品牌現場接待與接單，並且同步與國際線上訂貨平台 **Le New Black** 合作，協助我國業者掌握歐洲市場復甦商機暨強化展後效益。

巴黎的 Le New Black 於 2009 年推出，與 80 個國家的 250 多個品牌商合作，像是 AMI、IKKS、Kenzo 皆是 Le New Black 的合作廠商。Le New Black 主打「smart order management for fashion brands」，品牌既能透過虛擬 Showroom 展示每季的新系列，數位化 Linesheet、以及線上管理買家訂單，為疫情後接觸海外買手的主要解決方案。

欲積極拓展疫情後復甦之歐洲市場暨全球買主、開拓海外通路的最佳選擇，歡迎儘速報名!

- 展出時間：2021 年 9 月 3 日至 6 日(9 月 2 日佈展) *依據主辦單位公告為主
 - 展出地點：Porte de Versailles, Paris 巴黎凡爾賽門展覽中心及 Le New Black 線上平台
 - 展會官網：www.whosnext-tradeshow.com ; www.lenewblack.com/en/tradeshow/
 - 報名日期：即日起至額滿為止
 - 適展廠商：臺灣女裝、男裝、設計師品牌、配件品牌
 - 需提供品牌相關資料，經由法國主辦單位審核通過後及付款完成，始確認報名成功。請 email 回傳此表及品牌資料(含近兩季 look book 和近一季 linesheet)
 - 展示方式：聯合靜態展示(展示季節:2022SS)
 - 參與費用：NT\$100,000 元 (含稅)，含:場租、建館及配備依主辦單位規劃 showroom 形式以及另外搭配國際訂貨平台。
 - 承辦人：紡拓會 時尚行銷與技術處 陳詠晴 電話：(02)2341-7251 #2598
email: emily_chen@textiles.org.tw
- 請注意，回傳本表僅代表 貴公司有意報名，並不表示已完成報名手續或是保有攤位

公司名稱: _____	品牌名: _____
公司地址: _____	展位數: _____
聯絡人: _____	電話: _____ (分機: _____) 手機: _____
電子郵件: _____	產品類別: _____

※依個人資料保護法規定，紡拓會於運作期間內將依法蒐集、處理及利用您所提供之直接或間接識別個人資料(應用區域為全球)，該資料於本表單處理結束後轉入紡拓會資料庫妥善維護。如您詳閱並瞭解上述內容後，仍願意資料填寫，則視同您同意紡拓會蒐集、處理及利用您的個人資料。

Media Audience

1,000 media

BtoC and BtoB press, online media, bloggers, influencers, etc.

GRAZIA, MADAME FIGARO, ELLE, VOGUE INTERNATIONAL, GLAMOUR, CITIZEN K, L'OFFICIEL, MARIE CLAIRE, WAD, STYLIST, HARPER'S BAZAR, FASHION TV, L'EXPRESS STYLE, GLOBO, BUSINESS OF FASHION, FASHION MAG, WWD, DRAPERS, SENKEN SHIBUM, JOURNAL DU TEXTILE, NOT JUST A LABEL, NOTICIERO TEXTIL, etc.

GRAZIA

ELLE

VOGUE

madame
FIGARO

marieclaire

L'OFFICIEL

GLAMOUR

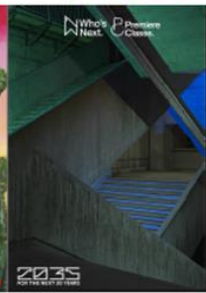
BAZAAR

The Business of Fashion
BOF

THE FASHION BUSINESS
Drapers



WWD



Who's Next.

KEY FACTS

2 SESSIONS PER YEAR AT PARIS PORTE DE VERSAILLES
 JANUARY (FALL/WINTER COLLECTIONS)
 SEPTEMBER (SPRING/SUMMER COLLECTIONS)

55 000 VISITORS
 40% INTERNATIONAL

WHO'S NEXT SHOWCASES
 MORE THAN 1,000 CLOTHING BRANDS
 WOMAN'S WEAR, MEN'S WEAR, URBAN WEAR, ALL THE SECTORS PRESENTED ARE DIVIDED IN 5 AREAS

PREMIERE CLASSE SHOWCASES
 A SELECTION OF MORE THAN 700 BRANDS THE BEST INTERNATIONAL ACCESSORY BRANDS FROM ALL PRODUCT CATEGORIES: SHOES, LEATHER GOODS, EYEWEAR, JEWELLERY, TEXTILE ACCESSORIES

ALL FASHION SECTORS ARE REPRESENTED: WOMENSWEAR, MENSWEAR, URBANWEAR, ACCESSORIES, SHOES, LEATHER GOODS.

MORE THAN A SHOW:
 CLOTHING TREND FORUMS, FASHION SHOWS, DEDICATED EXHIBITIONS, CONFERENCES AND PARTIES.

Buyers Audience

50.000 visitors

Department stores, concept stores and multi-brand stores (60% French - 40% international)

FRANCE

Amazon
 Brandalley
 Citadium
 Franck et Fils
 Galeries Lafayette
 L'Exception
 Le Bon Marché
 Merci
 Printemps
 Sarenza
 Zalando

UNITED KINGDOM

Browns
 Dover Street Market
 Start London
 Liberty
 Asos
 Anthropologie
 Urban Outfitters
 Harvey Nichols
 Fenwick
 Fortum & Mason
 Jules B

ITALY

Luisa Via Roma
 Yoox
 Excelsior
 Gigi Tropea
 Brian & Barry
 San Carlo Dal 1973
 Victorienne

SOUTH KOREA

10 Corso Como
 Hanwha
 Galleria
 Shinsegae
 So salt
 Hunday
 Samsung Group
 LG Fashion
 Handsome
 Koon

JAPAN

United Arrows
 World
 Tomorrow Land
 Sogo Seibu
 Ships
 Sun Motoyama
 Jupiter Shop
 Channel
 Jun Co
 Isetan
 Mitsukoshi
 Fred Segal
 Japan
 Acquagirl

SOUTH EAST ASIA

Artifacts
 Passhion
 Bonita
 Melium
 Robinson and co
 Pois
 Far eastern
 Melium Group



- Top visitorship for Europe**
1. France
 2. Italy
 3. Spain
 4. Belgium
 5. United Kingdom

LENEWBLACK

Sales management platform for fashion wholesale businesses

The digital platform to manage wholesale

250
brands

Digital
showroom

Order
management
system

Founded in **2009** in Paris

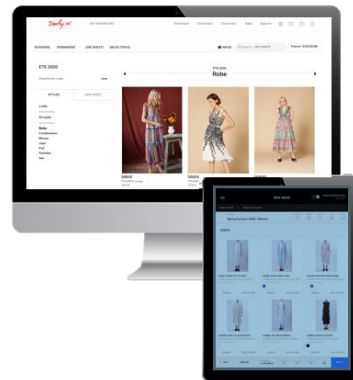
Women's ready-to-wear
Men's ready-to-wear
Children
Jewellery

Industry Pioneer

Accessories
Shoes
Lingerie
Sportswear

Web and mobile platform

The online order taking and sales management tool for the B2B development of creative brands.



iPad application Order taking

Centralize data,
Offering high-end
service to B2B
customers



Showroom E-commerce B2B

UX ecommerce B2C
to engage sales team
and B2B customers



Back-Office Management

Data management,
commercial
supervision, analysis
reports

They have chosen Le New Black

Ready to wear, accessory, shoe, jewelry, child

KIENZO

RIMOWA

Bellerose.

LANCASTER

BODE

PATOU

A.P.C.

American Vintage

Casablanca

JEROME DREYFUSS

ami
alexandre mattioli

sessùn

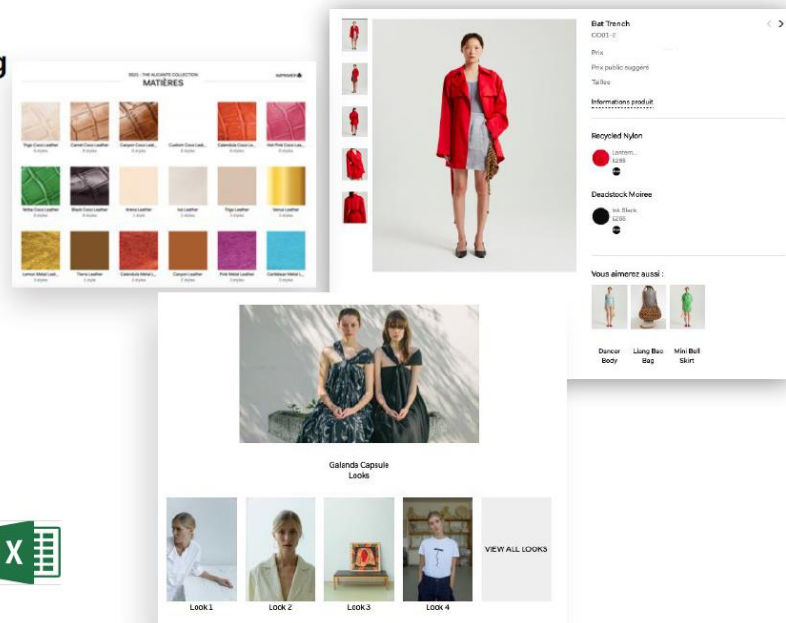
Stam Ray

nā pā'ani

IKKS

Visual & efficient B2B shopping

- e-Commerce like purchase process
- Search by fabrics
- Shop by look
- View suggested products
- Download as Excel order



Catalog management made easy

- Create catalogs in a breeze
- Restrict access by line, buyer, ...
- List products in multiple catalogs
- Sell on pre-order or in-stock

