

LAUNCHMETRICS

Fédération de la Haute Couture et de la Mode taps Launchmetrics to digitize the virtual Haute Couture Week and Paris Fashion Week Men's

New York, June 29 2020 - **Launchmetrics**, the leading Brand Performance Cloud for the Fashion, Luxury and Beauty (FLB) industries, **was tapped by the Fédération de la Haute Couture et de la Mode to digitize the virtual Haute Couture Week and Paris Fashion Week Men's**, bringing this renowned industry event online to press, buyers and consumers worldwide.

This new digital hub, hosted by FHCM and developed by Launchmetrics, will be the destination of all things Haute Couture and Men's, kicking off this season on July 6th - 8th and the 9th-13th. **The digital experience will open doors to the general public giving them access to unique brand content including viral videos and Collection imagery while finding exclusive editorial content such as interviews, behind-the-scenes footage, and commentary from a curated list of media, brands, organizations and cultural institutions** — all of which have made Paris an undisputed destination for Fashion and Culture. **In addition to this, trade professionals will have access to gated resources to support the industries' business needs** such as virtual press rooms and showroom sales tools.

*"We're now at the height of the digital revolution, which has only been accelerated by the Covid-19 crisis. **The digitization of Fashion Week will never replace in-person events but it will largely enrich and amplify creative expression and communication,**" states Pascal Morand, Executive President of the Fédération de la Haute Couture et de la Mode. **"We've proudly chosen to partner with Launchmetrics because of their undeniable industry expertise and technical knowledge.** However, innovation processes require even more: a proactive attitude, openness, mutual understanding, and a willingness to bring likeable novelty. **All these qualities are essential for achieving demanding and quick innovation; I'm pleased to say that Launchmetrics has been the right partner for this ambitious project."***

*"For over a decade, Launchmetrics has been supporting brands with innovative technologies and our partnership with the FHCM to digitize Haute Couture Week and Paris Fashion Week Men's, is yet another example of our commitment to being a partner in the evolution of the business of fashion." adds Michael Jais, CEO of Launchmetrics. **"We're very excited to empower the Fédération de La Haute Couture et de la Mode to connect people all over the world, extending access to one of the most traditionally exclusive Fashion events on the calendar"**.*

The future is undeniably digital and given the current climate, the industry has been pushed towards digital transformation quicker than anticipated. **Whilst the physical experience will remain a major part of the industry, the true success will be found in how brands merge the two to create impactful, share-worthy moments both on and offline.** To that note, **it's key that brands consider how they will package and distribute their digital assets, to provide the media, influencers as well as other Voices, with the right content to reach the right consumer, at the right moment. The problem to solve today is not one of digitization but *amplification*.** Launchmetrics strives to empower brands' digital transformation through managing their digital assets, creating impactful experiences and measuring how well their activities compare with their competitors.

For further information on how Launchmetrics enables Fashion, Luxury and Beauty brands to digitize their collections, [please click here](#).

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About Launchmetrics

Launchmetrics is the leading Brand Performance Cloud used by Fashion, Luxury and Beauty (FLB) executives to connect with the modern consumer in a constantly changing landscape. With over a decade of industry expertise, Launchmetrics helps more than 1,000 customers create inspiring, impactful and measurable experiences.

Its Brand Performance Cloud provides companies with the tools and intelligence they need to optimize the use of their creative assets, execute powerful brand amplification programs and measure their brand performance. The company's AI-driven and proprietary Media Impact Value™ gives customers the ability to benchmark their performance against 2,000 competitors worldwide. Launchmetrics' intelligence empowers these companies to grow their businesses and streamline their processes, bringing a sharp focus to profitability, accountability, and efficiency while enabling the type of quick decision making required for agility.

Founded in New York and with operating headquarters in Paris, Launchmetrics has employees in ten markets worldwide and offers support in five languages. Launchmetrics has been the trusted brand performance technology to brands worldwide such as Dior, Fendi, TopShop, Shiseido, NET-A-PORTER and Adidas as well as partners like IMG, the Council of Fashion Designers of America, the British Fashion Council, and Camera Nazionale Della Moda Italiana.

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