

Press release

THE AMBITIOUS PARIS-MOSCOW EXPRESS PROGRAM INSPIRES NEW PROJECTS WITH RUSSIA AND EASTERN EUROPEAN COUNTRIES

True to its new name – Unique by Mode City – the summertime Paris trade show was truly unique and exceptional.

Both visitors and exhibitors noticed the trade show's original, new look as soon as they arrived. The outstanding program included the Body Positive fashion show featuring 13 young women selected ahead of time via Instagram, the Make Up Forever Academy beauty space, bag customization and DIY workshops, and more.

But Unique by Mode City's biggest assets were the original setting and events that inspired visitors and exhibitors and made them part of the experience. The show gave participants a fresh look at their businesses and stimulating growth. Thanks to Eurovet's in-depth knowledge of the lingerie industry in Russia, Ukraine, Kazakhstan, Latvia, Lithuania, and Estonia and its close relationships with all the players in those markets, the Paris-Moscow Express program was a great success. The campaign doubled the number of visitors from these countries, with Russia moving up to fifth place in the world ranking of show visitors (after France, Italy, Germany, and Spain).

These inspiring results mean that Eurovet will present similar special projects focusing on different countries at upcoming trade shows.



BUSINESS MEETINGS AND SPECIAL EVENTS WITH BRANDS – THE NEXT STEP TO COOPERATION

Speed Dating was another of the new events on the Paris-Moscow Express calendar. On Sunday morning, 8 July, 16 exhibitors, eight agents, and 15 representatives from independent boutiques enjoyed speed-meetings over the course of an hour. The aim of the event was to put shop owners and agents together with the brands who want to make Russia, Ukraine, Kazakhstan, Latvia, and Lithuania priority markets for the coming years.

More than 100 brands took part in the Paris-Moscow Express special events:

- ✓ Golden Checklist: **100 international brands** declared their goal of developing new markets in Russia, Ukraine, Kazakhstan, Latvia, Lithuania, and Estonia.
- ✓ 30 owners of premium segment boutiques received special gifts from the French brand **Aubade**.
- ✓ Spanish homewear brand **Massana** sponsored Eurovet's Welcome Breakfast event for Russian-speaking professionals.
- ✓ French brand **Pain de Sucre** organized the business lunch for VIP visitors.
- ✓ French brands **DnuD** and **VFB** (Lou, Vanity Fair, Bestform, Variance) held cocktails and collection presentations at their booths.
- ✓ **Jolidon** (Romania) and **Seafolly** (Australia) sponsored the VIP dinner for Boutique Ambassadors in the Quai Ouest restaurant.

EUROVET NAMES 60 NEW AMBASSADOR BOUTIQUES

The owners of the 60 best boutiques received a special Boutique Ambassador certificate from Eurovet President Marie-Laure Bellon on Saturday evening, 7 July, at the Quai Ouest restaurant. The Boutique Ambassador award, launched in 2016, has been gradually implemented in different countries: France, Italy, Spain, Germany, Belgium, Netherlands, Switzerland, Luxembourg, and the USA. In 2018, Russia, Ukraine, Kazakhstan, Latvia, Lithuania, and Estonia joined the Ambassadors Club.

This professional international club brings together independent multibrand underwear and swimwear shops from around the world. These specialists, who regularly attend Eurovet trade shows in Paris and New York, are the industry's top representatives in their country and are recognized by both clients and colleagues for their energy, service, and professionalism.



Natalya Tishinova, multibrand chain store owner, Krasnodar

"This was my first visit to the Paris trade show. It was a unique opportunity to meet new brands, plunge into an amazing atmosphere, and communicate with interesting people. After such a refreshing experience, you come back home with a completely new outlook on work and life. Because my business is growing, I was looking for new partners. And I'm very glad to say that I found them. We will begin working with the **Emporio Armani and Aubade** brands. Through collaborating with such brands, we express our company's mission: to help every woman accept her individuality and feel free and confident."

Milena Kokoreva, multibrand chain store owner, Kirov

"I started visiting the Eurovet trade show in Paris many years ago and have regularly attended the Moscow show. During my visits I never miss the fashion shows, Trend Forum, or conferences. These kinds of business-related events are extremely useful for building the product assortment for my store.
"My company has been working in the lingerie industry for over 25 years, so I have very high criteria for the partners I choose. Only the Paris show helps me to make the right choices for solid partners with the best products and the possibility of long-term relationships. At Unique by Mode City, I got acquainted with English brand **Panache**. I'll see in the near future if my interest in this brand will develop into a collaboration."

Jelena Aleksandrova, Purchasing Manager, Elkor, Riga

"My main goal for my trade show visit was to work on spring/summer 2019 orders for swimwear and beachwear for the brands I currently carry, some of which I discovered last year at the show: **Lauren Ralph Lauren, Michael Kors, Kate Spade, Maryan Mehlhorn, Ysabel Mora, Feba**, and others. It was also important to explore brands in the homewear category. I liked the excellent quality of **Mey and LingaDore**. This group of products is not obvious for our region, so it's important for me to pay special attention.

"I was really happy to attend the fashion shows, enjoy the Welcome Breakfast at the Eurovet Lounge where The Selection brands were presented, and visit the Trend Forum. These kind of activities are clearly very useful and interesting; we really need that, since it helps us keep our outlook fresh and find new ideas."

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