

## **‘Nom de code: June’ to become a ‘phygital’ services platform designed for brands and buyers.**

In an ever-evolving market, we must listen to the needs of buyers and work to serve brands. Trade shows as we know them are changing, and their role should no longer be limited to a temporary presence four times a year.

Conscious of this fact, the new co-General Director of WSN Développement has decided to transform the initiative ‘Nom de Code: June’, initially thought up as a tradeshow, into a ‘phygital’ services platform for brands and buyers.

“When I joined the company WSN Développement, the plan to launch a new trade show in June had already been put into action. After consulting several professionals and our internal teams, we decided that adding another traditional business meeting to the June calendar was not the best solution for us to put forward. There were already many offers on the Parisian market for this period and by adding another event, we risked creating an unsatisfying situation for everyone, over-soliciting buyers. Our trade shows at Porte de Versailles and Tuileries work well, are leaders, and will continue to move from strength to strength. Alongside these unmissable events, clients require further annual, sustainable services, which will be useful to them no matter where they are exhibiting.

Today, we think that the role of an industry leader such as WSN Développement is to bring in new more inspiring initiatives, which will create business for brands” Frédéric Maus

This new ‘phygital’ solution will therefore be open to all, whether or not they are already clients at WSN Développement events. It will be available from June, and will be continually strengthened, offering genuine, annual services.

An online platform will allow brands not only to present their collections to buyers throughout the whole marketing period, but also to interact with buyers and retailers. Exclusive buyer studies will present the first big trends seen during Fashion Week around the world.

Print and digital services will direct traffic towards the different sites around Paris during Market Week and Fashion Week. From June, print media will be distributed to all buyers present in Paris, and to all leading hotels, restaurants and destinations in the capital.

Together, these initiatives will accompany opportunities for increased visibility and direct contact, for brands to attract new buyers.

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