

WWW.
MARCHEDESMODES.COM



**LE PREMIER SALON
DIGITAL GRAND PUBLIC
DES MARQUES ÉMERGENTES
DE MODE ET DE LIFESTYLE**

WWW.MARCHEDESMODES.COM



MAISONS DE MODE

LA CRÉATION, POUR TOUJOURS

ORÈS Robe Marilyn Feliz, bijoux Bonjour Aimée et foulard Parution



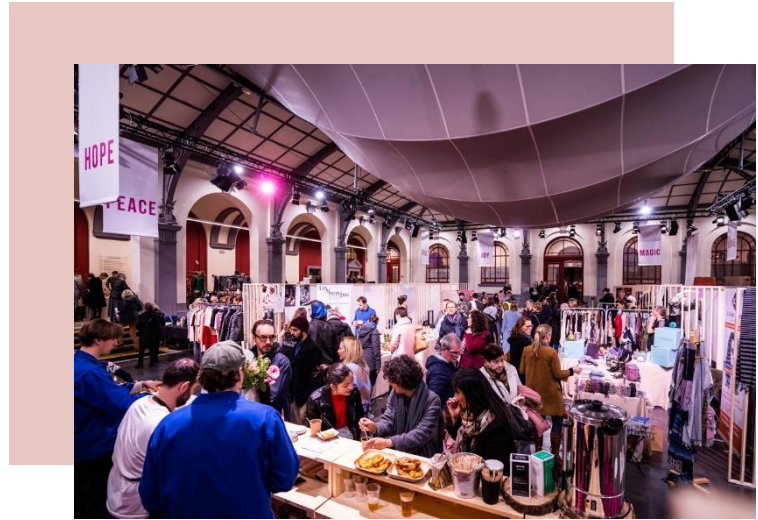
VILLE DE
ROUBAIX



MARCHÉ DES MODES GOES DIGITAL

Since September, many have asked us about the next Marché des Modes, an event scheduled every December that attracts approximately **110 fashion and lifestyle brands and more than 18 000 visitors**, earning more than **280 000 euros for exhibitors** over a weekend in Roubaix. Given the current health crisis, we had no clarity on what rules would be in effect in December. And we did not want to risk canceling the event at the last minute as many other events have had to do.

Thus, we have taken the decision to transform the Marché des Modes from the traditional get-together by going online. We have thrown all of our energy into transforming this event into an exceptional, innovative project adapted to our current reality.



Recalibrating for the new situation, we have launched www.marchedesmodes.com conceived as **the first online fair bringing emerging fashion and lifestyle brands to the general public**. For this project, we have partnered with recognised entities such as **La Redoute**, **Blanchemaille**, **Showroomprivé.com**, **Pump Up** and other businesses based in Roubaix. With their support, we are spotlighting young brands through this major event that has become a tradition over the past almost twenty years.

WWW.MARCHÉSMODES.COM : THE CONCEPT

On **December 1st**, this platform will go live online to offer a carefully curated selection of products: more than 100 emerging brands in limited editions that are made in France and bursting with creativity and originality. This hybrid platform will be neither an e-shop nor a marketplace because all **transactions will be conducted by the merchants on the websites of the brands represented**.

As you will discover in this newsletter, we will collect information about your products and your website. The visitors who come to www.marchedesmodes.com (or is redirected to www.marchedesmodes.com) will thus have access to a full sample group of designer products.



They will not only be able to discover a selection of products but also see designer profiles on this platform.

If they wish to buy an item, all they will have to do is click on it to be redirected to your website to find out more about that item and to purchase it there.

This platform works for you by :

- **increasing the number of visitors** to your website
- **growing your online sales**
- **raising your brand's profile online**, where designers often struggle to stand out

The platform and you will also benefit from a targeted, large-scale publicity campaign.

HOW TO TAKE PART THIS FIRST TIME

To apply to take part, simply provide us with the information requested below and fill in the forms.

As we do every year, we will use the information to select brands to take part in the event. We will, however, not be limited by capacity in choosing brands to participate, but we will work to maintain a cohesiveness to the event offered to the public at large.

The Marché des Modes will launch on **December 1, 2020** and close on **December 31, 2020**.

To be a part of the massive publicity campaign, we ask that you submit your application by **November 15, 2020**.

PARTICIPATION RATES

There are three rates offered depending on how many products you would like to offer on this platform:

- **Pack n°1: 5 products online**
€100.00 VAT excluded / **€120.00 VAT included**
- **Pack n°2: 10 products online**
€150.00 VAT excluded / **€180.00 VAT included**
- **Pack n°3: 20 products online**
€200.00 VAT excluded / **€240.00 VAT included**

Whichever pack you choose – even if the number of products affects your visibility on our site – the visitor clicking on your product will then have access to your entire website with your full range of products as well as your designer profile.



Maisons de Mode will take no commission on purchases made on your website.

However, we do insist on choosing the products to display that best show off your brand according to the visuals you provide, your inventory and product availability.

If during the event a product sells out or is no longer available, you will need to email us at events@maisonsdemode.com

- for one or two products out of stock, there will be no charge for posting replacement items.
- for a third item that sells out, there will be a charge of €20.00 VAT excluded (**€24.00 VAT included**) per product (within the number of products included in the pack selected) for posting replacements.

An additional visibility option is available at a price of €125.00 VAT excluded (**€150.00 VAT included**), allowing brands choosing it to benefit from being featured in online publicity campaigns (see “Publicity for the Event” section)

Upon being selected to participate, you will be required to make payment for the sales pack that you have selected. This payment will be done by bank transfer, which will confirm the posting of your products online.

CONDITIONS OF PARTICIPATION

To assure an optimal experience for customers and to confirm your request to take part, you are required to verify and **update the following items on your website** :

- 1 - the **contact details for your business at the bottom of your webpage** as well your general conditions (email and phone number to reassure the customer)
- 2 - methods of **secure payment** (with pictograms of Visa, MasterCard, Paypal, Stripe ...)
- 3 - up-to-date and easy-to-find **sales policy and conditions** clearly posted
- 4 - **shipping and delivery policy and information** (with estimated delivery time specified) as well as policy on returns and exchanges
- 5 - **Google Analytics connected to your website** to measure traffic

Your adherence to these conditions will be verified when your request to participate in www.marchédemodes.com is considered by our teams. In addition to this, product forms and designer forms must be completed with maximum accuracy.

You will also be asked to provide feedback at the beginning of January of the event through filling out a satisfaction survey that we will send you.



Through this event, Maisons de Mode aims to drive substantial, relevant traffic to your website. Within this framework, Maisons de Mode takes no responsibility for payment or delivery issues linked to business transactions on your brand's website. We count on your professionalism in abiding by the terms set out in your own conditions of sale as well as in your delivery and returns policy.

PUBLICITY FOR THE EVENT

This first-ever online edition of the event will benefit from a publicity campaign supported by different partners, players and activities detailed below. It's important for you to remember that it's also necessary for you to attract your own clients as well as you would for a traditional Marché des Modes.

Your involvement on your social networks and through online communications and social media are essential.



Offline Direct Campaign

As is our custom, Maisons de Mode will launch a **visual campaign** throughout the Lille metropolitan area with posters and panels to maintain our link with the public while assuring them the show will go on – albeit in a new, online format.

Media Campaign

Conducted by the Paris-based agency **Univers Presse**, this campaign aims to attract media attention throughout France and allow our project to reach our identified targets in concert with the agency. The publicity launch of the website will take place within the framework of **Press Days in Paris** the week of November 16, with a presentation of designer products in front of some hundred journalists.

Social Media Campaign

As with every Marché des Modes, Maisons de Mode will create a database using information provided **by the brands of visuals to promote the event**. Each of the visuals posted will send the person browsing online back to the URL of Marché des Modes..

Newsletter Campaign

The part of the Marché des Modes campaign will come in the form of a weekly newsletter **highlighting a selection of products and designers** who are part of the event. This newsletter will go out to Maisons de Mode online followers to guarantee traffic to the website.

Online Sponsored Advertising Campaign

Maisons de Mode has decided to join forces with the Pump Up agency to manage the online publicity campaigns. These campaigns are produced to target specific audiences on the national level as well to attract attention from francophone regions in Belgium and Switzerland. To guarantee maximum publicity for the event, these audiences will be reached out to through the following networks: **Facebook, Instagram, LinkedIn, Google Ads, Bing** and **Youtube**. A substantial budget has been committed to this part of promotion to maintain existing customers of the designers while bringing in new buyers, followers and aficionados.

Campaign Partners

Several Maisons de Mode partners, such as **La Redoute, ShowroomPrivé.com, Tranoi** ... have long applauded Maisons de Mode's work in supporting young, emerging brands through the promotion of this event. They will use their networks to allow us to benefit from even more visibility in our campaign through their social networks, newsletters, banners on their websites and more. The Marché des Modes website will list their activities for you to see at any time. Other partners such as **La Fédération Française du Prêt à Porter Féminin** (The French Federation of Women's Ready-to-Wear), **Who's Next** as well as **Première Classe** are in talks about their contribution to the cause.

Campaign Influencers

Maisons de Mode is currently working with influencers renowned in the fashion industry who connect with with younger, emerging fashion design. At present time, we are deep in talks about how we can work together even more.

THE VISIBILITY OPTION PACK

Until **November 25, 2020** you will be able to sign up this pack offered at a rate of €125.00 VAT excluded/ **€150.00 VAT included**, which will allow you access to SEA (search engine advertising) techniques. This will give you access to promoting your products through publicity campaigns set up and managed by Pump Up Agency on **Facebook, Instagram, LinkedIn, Google Ads, Bing** and **Youtube**. These techniques link products from your brand to items from other brands and products at the same positioning to hit targets and raise online awareness of your brand through advertising..

SEA is a technique used to **attract the relevant clientele to your brand**. November 25, 2020 is the deadline to sign up for this option to give the agency time to put this strategy in place for your brand.

*Brands wishing to sign up for this offer should provide **photos 1000 pixels wide by 1200 pixels high in 72dpi with uniform framing in .jpeg format at a maximum of 250 kb (saved for web use and compressed if necessary)***

We remain at your disposal should you have any questions. Please free to contact us at events@maisonsdemode.com.

We hope that you are among the designers and brands to join us as we launch this platform. It aims to allow you to benefit from the energy that Maisons de Mode will spark with all of our partners, offering you maximum visibility and website traffic for the end of this year !

All the best,

MAISONS DE MODE
www.maisonsdemode.com

REGISTRATION FOR DIGITAL PLATFORM WWW.MARCHÉDESMODES.COM FROM 1 to 31 December 2020

PLEASE RETURN BY 22 NOVEMBER 2020

REQUIRED DOCUMENTS

For your application to be considered complete, you must return to us (by *Wetransfer* or email to *events@maisonsdemode.com*) the following items:

- Your completed and signed application form
- The product forms (5 to 20 products according to which option you have selected) filled out with accompanying photos of the products as specified
- The designer form filled out with photos as specified
- The signed and agreed conditions, financial and otherwise (*)

(*) : declaration required by the Hauts-de-France region to guarantee that businesses taking part in regional activities such as this receive no more than €200,000 of public assistance over the 2019 fiscal year and the two years prior

YOUR INFORMATION

BRAND

LAST NAME

FIRST NAME

COMPANY

VAT N°

SIRET N°

ADDRESS

.....

.....

POSTAL CODE

CITY

COUNTRY

TELEPHONE

E-MAIL

**BILLING ADDRESS AND CONTACT
INFO IF DIFFERENT FROM ABOVE**

.....

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CHOICE AND OPTIONS

Pack offered	Price VAT excluded	Price VAT included	Pack chosen (tick appropriate box)	Total VAT excluded	Total VAT included
Pack n°1 5 products	€ 100,00	€ 120,00			
Pack n°2 10 products	€ 150,00	€ 180,00			
Pack n°3 20 products	€ 200,00	€ 240,00			
Visibility Pack available till November 25, 2020	€ 125,00	€ 150,00			
			TOTAL		

ACKNOWLEDGEMENT OF WEBSITE STANDARDS

In joining this platform, I acknowledge that I will adhere to standards set by checking the boxes below:

- Provide **complete contact details for my business** at the foot of my website homepage or in the general sales conditions and policy posted on my website (email and phone number to assure customer confidence)
- Provide **secured forms of payment** posted through, for example, Visa, MasterCard, Paypal, Stripe and others displayed in pictograms
- Post my up-to-date **general sales policy** in a way that is easily found on my website
- Post my **shipping policy (with delivery times specified)** as well as my return and exchange policy
- Have **Google Analytics** connected to my website to measure site traffic

I hereby acknowledge that I have read the application rules and requirements to participate in the **Marché des Modes digital event**.

Date and Signature :

PRODUCT FORM (SUBMIT WITH EACH PRODUCT TO BE FEATURED ONLINE)

NAME OF THE BRAND

.....
.....

NAME OF THE PRODUCT

.....
.....

CATEGORY

- Women
- Men
- Children
- Lifestyle
- Beauty

SUBCATEGORY

- | | | | | |
|--|--|--------------------------------------|-------------------------------------|------------------------------------|
| Women | Men | Children | Lifestyle | Beauty |
| <input type="checkbox"/> Apparel | <input type="checkbox"/> Apparel | <input type="checkbox"/> Apparel | <input type="checkbox"/> Decoration | <input type="checkbox"/> Fragrance |
| <input type="checkbox"/> Jewellery | <input type="checkbox"/> Jewellery | <input type="checkbox"/> Jewellery | <input type="checkbox"/> Textile | <input type="checkbox"/> Creams |
| <input type="checkbox"/> Leather goods | <input type="checkbox"/> Leather goods | <input type="checkbox"/> Bags | <input type="checkbox"/> Tableware | <input type="checkbox"/> Others |
| <input type="checkbox"/> Footwear | <input type="checkbox"/> Footwear | <input type="checkbox"/> Footwear | <input type="checkbox"/> Candles | |
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Accessories | <input type="checkbox"/> Accessories | <input type="checkbox"/> Fragrance | |
| | | | <input type="checkbox"/> Others | |

SUBFAMILY OF PRODUCTS

Examples : sweaters, shirts, trousers, etc for Apparel // necklaces, rings, bracelets, etc for Jewellery

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RETAIL SALES PRICE (VAT included)

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PRODUCT URL

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PRODUCT FILES

Please give each photo of the product a name to make it easier to post them online.

IMPORTANT

Naming of visuals

In naming photos, please use the following format to avoid any mistakes in posting them: lowercase, no accents, no special characters, no spacing (replace spaces with dashes)

Format, size, compression

Please provide photos at 1080 pixels by 1350 pixels in 72dpi with uniform framing, in jpeg format and maximum 250 kb (saved for web use and compressed if necessary).

Number of photos to supply

Please designate 2 or 3 photos as favourites to be displayed, all still photos on white backgrounds. The Marché des Modes website will feature only one.

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DESIGNER FORM

BRAND NAME

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DESIGNER NAME

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DESIGNER BIOGRAPHY

Please provide your biography in maximum 10 to 12 lines written in the 3rd person

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CRITERIA

Which of the three following criteria apply to your brand? (0 to 3 criteria possible)

- Maisons de Mode sponsorship
- Made in France
- Sustainable/Eco-responsibility

WEBSITE

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FACEBOOK FANPAGE LINK

Specify number of fans

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.....

INSTAGRAM ACCOUNT LINK

Specify number of followers

.....
.....

INTERNET STATISTICS

Please refer to your Google Analytics account to provide the following data:

Number of visitors to your website from December 1-30, 2019 :

Average number of monthly visitors to your website from January 1 to September 30, 2020 :

DESIGNER PHOTOS TO ACCOMPANY BIO

Please name the photo portraits of the designer concerned to facilitate posting online

IMPORTANT

Naming of visuals

In naming photos, please use the following format to avoid any mistakes in posting them: lowercase, no accents, no special characters, no spacing (replace spaces with dashes)

Format, size, depth

Please provide photos at 1080 pixels by 1350 pixels in 72dpi in portrait format, in jpeg format and maximum 250 kb (saved for web use and compressed if necessary).

Number of photos to compression

Please designate 2 or 3 photos as favourite including a portrait of designer and, if possible, a photo in your studio while working.

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**DECLARATION OF ASSISTANCE PROVIDED UNDER DE MINIMIS REGULATION
(Règlement ce N° 1407/201 18 December 2013– de minimis assistance)**

Name of the Business/Transaction:

N° deliberation: special decree n°2020.07898 of 23 April 2020

N° Astre :

Name, address and contact details of the beneficiary:

.....

SIREN number of the Beneficiary Business:

I, the undersigned, attest that for the above-mentioned activity financed by the Hauts-de-France Région and the Métropole Européenne de Lille: *(please check the appropriate box applying to you)*

- have not received any other de minimis assistance during the period covering the 2019 fiscal year (year of the aforementioned transaction's completion),

OR

- public assistance relating to the aforementioned event does not reach the total amount total of de minimis assistance received during the period covering the 2019 fiscal year (year of the aforementioned transaction's completion and the two years prior beyond a ceiling of €200,000 *(please complete table below)*)

Dates de minimis assistance awarded (1)	Form of assistance (grant, loan, security, reimbursable advance, etc)	Purpose of the assistance	Amount of assistance (€)	Public Financer
TOTAL				

Place

Date

Completed on signing by the legal representative of the business (last name, first name and status of the signatory)

*(1) If you have received de minimis assistance, it is required for you to have been notified by mail by the beneficiary public authority (state, community, etc.). **Therefore you should not count in this amount any assistance that is not specifically and expressly allocated under de minimis regulation.***