



## LET'S GO (COCO) NUTS!

An absolute must-see event, Unique by Mode City will unveil the latest swimwear trends at its new edition from July 6-8 in Paris, presenting all the products that will hit the market for the 2020 summer season.

Built around the noble coconut, the show has revamped its image and will ride the wave of this trendy fruit, a symbol of fun getaways and exotic escapes. As part of a beauty routine, as a beverage, or as inspiration for swimwear, the coconut will be at the heart of this event, in all its forms.

To reflect continuously the message of body diversity that truly resonates with the values embraced by the Unique by Mode City show, the #IFEELUNIQUE fashion show will bring together ambassadors chosen for the bold stances they take. For the second time, influencers and their communities will celebrate today's women in all their uniqueness.

Unique by Mode City is preparing to welcome all key players in the fashion market in full "coco power" style!

### 3 NEW SPACES FOR FASHION EXPRESSION

The 2019 edition is offering a fresh, new selection, for an even more diverse and enriching experience.

- Resortwear : a key spot for Summer Ready-To-Wear and beachwear.
- The Summer Store: a truly on-trend concept store, featuring promising and innovative niche brands (accessories, beauty, cosmetics, the whole world of summer style).
- Millennials: a space made just for Generation Z, an ultra-connected, curious, and inventive population.

### EXCEPTIONAL SERVICES FOR SOPHISTICATED BUYERS

- A Personal Shopper service to offer personalized guidance for each buyer.
- The Selection: a buying guide and brand fashion show featuring the most influential brands of the season.
- Matchmaking lunches.
- Trend and Fashion Class: 3 new spaces for a fresh perspective on Fashion: Fitting Workshop, Photo Studio, and a selection of «It-Products» for S/S 2020

### NEW FOR 2019: ULTRA-MATCHMAKING

Because meeting new people creates new opportunities, the show is launching a contact service this year, so we can all connect.

Using the shows' mobile app (UniqueByModeCity-Interfilière), a new matchmaking service will be set up a month before the show opens: buyers, exhibitors, and media will be able to get in touch with each other (in the form of matches). Intuitive and efficient, this tool will give exhibitors extra visibility with potential new clients.

In a total "coconuts" mood, all the latest trends will be in the spotlight during this unique, unifying event. With nearly 400 exhibiting brands, the Salon acts as a truly groundbreaking showroom full of energy that's sure to satisfy and delight everyone in the lingerie and swimwear industries.