

# TRANOI

Paris Fashion Week® Trade Show Partner

## THE RETURN OF TRANOI IN A NEW FORMAT HAS BEEN ACCLAIMED BY DESIGNERS AND BUYERS



Despite the context still impacted by the COVID crisis, TRANOI, Paris Fashion Week® Trade Show Partner, confirmed its selective positioning and its committed fashion bias thanks to a fully successful edition.

French and international buyers - (in order of importance): Italy, USA, Spain, Germany, Belgium - were present during the 4 days of the show, among which: 24S, Amicis, Beams, Bergdorf Goodman, Bertinotti, Bloomingdales, Curve, Dell'Oglio, Galeries Lafayette, Isetan, Just One Eye, La Samaritaine, Le Bon Marché, Los Enamorados, Marubeni, Modissa, Net-A-Porter, Printemps, Série Noire, Solis, Takashiyama, Tomorrowland, United Legend, Zalando ...



The 56 designers present at the Palais de Tokyo welcomed the audience of buyers and retailers, and more specifically:

- the presence of major buyers
- the excellent level of orders taken
- the very qualitative new contacts

*"Very encouraging and positive feedback: we had a lot of requests from major buyers"* Armine Ohayan, ARMINE OHAYAN

*"A very positive event with a lot of new contacts and new orders"* Fabrizio Tovaglieri, TRUE ROYAL

*"Very good experience: very good contacts with new buyers"*. Maria Boyarovskaya, BOYAROVSKAYA

*"We are very happy to have so much visibility in front of new international buyers"* Ramiro Gomez, DUARTE.

Live streaming: more than 40 live streaming meetings were organized to present the P/E22 collections to buyers who could not travel. These meetings, rich in exchanges, offered brands and designers a great visibility, and immediate orders for some. A real complementarity with the event that was also welcomed by the designers present at the show.



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TRANOI LINK: the discovery platform of Tranoi, has played the relay between buyers and designers, before and during the show, with more than 12,000 page views for an average session duration of 6:36 minutes. The platform also featured a selection of the 250 designers present on Tranoi Link illustrating the new trends of the upcoming P/E 22 season.

Boris Provost, CEO of Tranoi: *"Tranoi's repositioning strategy has been validated by the participating brands and buyers. Our ambition is to continue in this direction of selectivity and connection between retailers and designers. And we are pleased to confirm our commitment to Paris Fashion Week® for 2022, with an event in January and March at the Palais de Tokyo."*

Upcoming dates:

Tranoi Men  
January 21-23, 2022  
Palais de Tokyo

Tranoi Women  
March 4-7, 2022  
Palais de Tokyo

To download the photos: <https://photos.app.goo.gl/2cr856s4d2yQrdJjZ>

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