

TRANOÏ

ANNOUNCING THE LAUNCH OF TRANOÏ LINK, THE FASHION MATCHMAKING PLATFORM

The fashion industry is facing a multitude of uncertainties and experiencing profound changes. The acceleration of digital technology, redefined retail and wholesale networks and a fashion calendar in disarray are challenges for both designers and retailers.

To facilitate communication and accelerate decision-making, Tranoï has developed Tranoï Link, a platform that's both inspirational and business-oriented, to bring brands and buyers together.

The platform, which is not tied to the events Tranoï organises, presents a selection of international and French brands (both Tranoï exhibitors and others) that have a unique creative approach and a strong, relevant vision. A selection committee made up of fashion professionals guarantees the coherence and pertinence of the platform's offer.

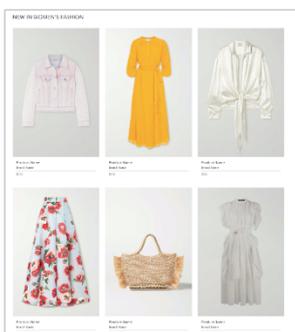
Tranoï Link gives each brand its own B2B site. The goal is to boost brands' sales strategy by helping them: reach an international audience, develop a buyers network, enjoy impeccable operational efficiency, present a complete range of their collections and products and create a showcase and editorial content for their collections.

The platform makes it easy for chosen qualified buyers to discover new brands in line with their needs (thanks to an AI solution); to find the products they're looking for, for current or upcoming seasons; to stay updated on brand news (drops, collections, etc.) and to be inspired by articles and fashion advice.

TRANOÏ LINK

The new way for fashion businesses

1. CREATE YOUR BRAND PROFILE 2. PRESENT YOUR COLLECTIONS AND PRODUCTS



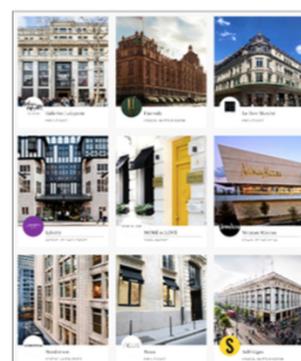
3. CHAT WITH BUYERS



4. ANALYZE YOUR DATA TO GET INSIGHTS



5. GROW YOUR BUSINESS



Tranoï Link is a constantly evolving platform that can be personalised according to brands' needs. It groups all the necessary tools for efficient matchmaking. Users can:

- Search by brand, product, country, etc.
- Mark a brand or product as a favourite
- Share their favourites with their teams
- Learn about the trends
- Be part of brand/retailer conversations
- Set up live meetings with video conferencing
- Analyse their audience and its data
- Optimise sales strategies

And to motivate buyers and familiarise them with the platform, Tranoï has set up dedicated teams for each market: the United States, Asia and Europe.

"Tranoï Link is a new, innovative way to connect designers and buyers throughout the year. Based on common interests, it's the meeting point for our international community; and these exceptional matchmaking capacities are the platform's strength." recaps Boris Provost, Tranoï CEO.

Exclusive launch offer: Instead of the regular €290/month rate for fashion brands, use is free until end December 2020.

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