

## LAUNCH OF OUR OWN CLOTHING BRAND #collectionIRL PERMANENTLY ON SHOWROOMPRIVE.COM

**La Plaine Saint-Denis, 24<sup>th</sup> October 2016** - Showroomprivé, a European player in innovative and fashion-oriented online private sales, is proud to announce the launch on a permanent basis of its own clothing brand #collectionIRL – *Fashion for Women in Real Life* on its platform for the group's 10<sup>th</sup> birthday. Created in 2015, #collectionIRL is tailored to *Digital Women* looking for fashion which adapts to their multiple lifestyles. After the success of several temporary collections, the ready-to-wear range is now accessible throughout the year on the website and mobile app thanks to its dedicated space, from Monday 24<sup>th</sup> October 2016.

### A PERMANENT READY-TO-WEAR COLLECTION INSPIRED BY 'REAL LIFE' WOMEN

Showroomprivé, a European e-commerce leader and true French success story, reinforces its unique e-retailer position by permanently launching the #collectionIRL, and creating 4 collections a year composed of fashion essentials, as well as different capsule collections for all lifestyles, from sports to loungewear, work and maternity, etc.

In addition to an already fashion-focused offer, this launch is in line with Showroomprivé's diversification and evolution plan, whose fashion DNA has already seduced 26 million members across 9 European markets.

With over 31.3 million products sold in 2015, the Group perfectly understands the tastes and consumption habits of its female customers which represent 87% of Showroomprivé's buyers and, of which 80% connect daily on the website or mobile app.

It is these 'real life' women who are the core target for Showroomprivé: ambitious, idealist, maternal, accomplished, seductive, hardworking and party-loving *Digital Women*, who constantly change roles during the day, always with their smartphone at hand... and for whom fashion is fun. For them, #collectionIRL will be the perfect wardrobe which brings together fashion essentials enabling them to pull an outfit together needing too much reflection, regardless of their mood.

*"The #collectionIRL brand draws inspiration from current trends and from our expertise as a fashion e-retailer. Launched last year, our limited editions seduced our customers, Digital Women, for whom we understand their desires and constraints. This range of clothes and accessories allows us to play a unique role in the sector due to our true understanding of our core target. In order to consistently please women 'In Real Life', we decided to create a permanent dedicated #collectionIRL space, filled with collections which are constantly adapting to their ultra-connected and fast-paced lifestyles, and which keep in mind their will to always keep going",* states Thierry Petit, co-CEO and co-founder of Showroomprivé.

#collection  
IRL

### LAUNCH OF SHOWROOMPRIVÉ'S OBSERVATORY FOR IRL WOMEN

In order to share the fruit of its expertise and knowledge of *Digital Women* and their needs, Showroomprivé also launches its "Observatory for Real Life Women" in order to take the extra mile in its approach. This Observatory will provide information for the #collectionIRL designers and help to focus Showroomprivé's varied offer, through regular qualitative and quantitative studies based on the lifestyles and needs of today's women.

A first collaboration will take place in early 2017 in partnership with Meetic, to create a capsule collection, #datingIRL, which will offer perfect outfits for a first date.

## 360° COMMUNICATION WHICH IS ORIGINAL AND CLOSE TO WOMEN OF TODAY



In this logic of focusing on smart women, free from classic fashion ideas, the #collectionIRL publicity campaign features three daily heroines: Mathilde Lacombe, Sandy Lobry and Amélie de Bosredon, who are inspirational yet relatable in their roles as mothers, actresses, Youtubers, businesswomen or composers.

The brand will also create a buzz on social networks with this quirky campaign, which will be managed by the Buzzman agency, reflecting the image of #collectionIRL; a range of connected, modern and trendy ready-to-wear and accessories.

## ABOUT SHOWROOMPRIVE.COM

Showroomprivé.com is an innovative European player in the online private sales industry, specialised in fashion. Every day, Showroomprivé offers a selection of 1,500 partner brands on its mobile app and its website. It has over 26 million members in France and eight other European countries.

Since its launch in 2006, the business has seen quick and profitable growth. Floated on the Euronext Paris market since October 2015 (code: SRP), Showroomprivé had gross sales figures including VAT of more than €600 million in 2015 (€443 million net turnover), with growth up 27% on the previous year. The Group employs more than 800 people.

For more information: <http://showroomprivégroupe.com>



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