

LOOK FORWARD FASHION TECH FESTIVAL

THE INDUSTRY-SHAKING FASHION & RETAIL **EVENT OF THE YEAR**
28TH JUNE – 2ND JULY 2017 AT LA GAÎTE LYRIQUE, PARIS

As a pioneer in innovation, Showroomprivé has once again invested in the futurist world of digital-based fashion and retail by launching the second edition of the Look Forward FashionTech Festival.

A forerunner in the field, the Look Forward FashionTech Festival looks at new ways of producing, distributing and consuming fashion. Ways that, through digitalisation, are able to push the limits ever further entering into fields such as beauty, health, self-expression and even art.

Organised in conjunction with the Gaîté Lyrique and with the city of Paris and the Institut Français de la Mode (IFM), this is the second edition of the festival that attracted more than 10,000 visitors last year.

A HYBRID EVENT, **OPEN TO ALL & FREE**

From the 28th June – 2nd July 2017 in Paris, the Look Forward FashionTech Festival will offer the chance for meetings between the greater public, professionals, creators, start-ups and artists:

- **THE LOOK FORWARD FASHIONTECH AWARDS**

A jury of experts will award prizes to initiatives that have revolutionised the ways of designing, distributing or producing fashion, whether they have come from big companies or designers and start-ups.

- **THE LOOK FORWARD FASHIONTECH EXHIBITION**

An exploratory and prospective journey of pieces, prototypes and installations to better understand Fashiontech that Parisians will be able to attend during the pop-up exhibition which is open to more than 1,500 guests.

- **TALKS AND ROUND TABLES** with international experts will be organised during the entirety of the event.

- **START-UPS** will be honoured in the evenings with the pitch nights at the Gaîté Lyrique bar where investors, brands, fashion geeks and the public will all be able to mix.

- **COLLABORATIVE FABLABS AND A SHOP DEDICATED TO INNOVATION**

Workshops will enable everyone to create their own connected pieces. The chance for the Gaîté Lyrique to once again unveil its shop.

INNOVATION : SHOWROOMPRIVE'S RAISON D'ETRE

A European leader of online private sales, Showroomprivé operates in the world of digital in service of fashion. Founded on a joint digital and fashion DNA, the company has made innovation the driving force behind its strategy to anticipate the needs of clients and to offer them the best service in terms of products, mobility, delivery and payment methods.

Staying in contact with innovative start-ups, supporting visionary projects and sharing the fruits of your labour with as many people as possible, innovation has become a real company policy. Unique among its kind, the Look Forward FashionTech Festival is a brand new tool that works to promote original initiatives that cross over between fashion and digital.

"Unique and pioneering, this FashionTech Festival is one way for us to share with as many people as possible the fruits of our labour with regards to inventions and innovations in fashion and retail. It is important to be aware that unbelievable innovations have already happened that may revolutionise fashion and retail of tomorrow. The Look Forward FashionTech's mission is to lead its visitors through the avant-garde imagination of brands and of creators that are as ingenious as visionary."



THIERRY PETIT AND DAVID DAYAN

Co-founders and co-CEOs of showroomprive.com

Founders of the Look Forward incubator

LOOK FORWARD FASHIONTECH AWARDS

As part of the Festival, Showroomprivé has organised an international competition to reward the most innovative projects in the fields of fashion, retail and digital. An exceptional jury made up of professionals and personalities from the world of fashion, digital and culture will choose the best initiatives.

5 categories are represented:

EXPERIENCE AWARD

initiatives that transform or prolong
the customer's experience

SPECIAL AWARD

surprising, disruptive and innovative concepts

THE GRAND PRIZE

a project that is innovative in terms of originality,
conception and pertinence

FASHION AWARD

creations that reinvent the traditional function of
clothes and give them a new dimension

RELATION AWARD

concepts whose aim is to create a new emotion and
relationship between brands and consumers

For each category, two prizes will be awarded: **Major Groups** and **Designers & Start-Ups**

Winning projects will benefit from assistance to help their development by joining an acceleration program within the Look Forward incubator at Showroomprivé.

APPLICATIONS ARE ALREADY OPEN AND MAY BE SUBMITTED UNTIL 10TH MAY 2017
[HTTPS://WWW.LOOKFORWARDFASHIONTECHFESTIVAL.COM/AWARDS](https://www.lookforwardfashiontechfestival.com/awards)

THE EXPOSITION **LOOK FORWARD FASHION TECH**

With creative innovations from the international FashionTech scene, the exhibition is a true reflection of the future of society as we know it. An experimental journey invites its visitors to discover avant-garde and ground-breaking works which will inspire questions about our world, its threats and its hopes.

Four themes mark this immersion into the heart of the fascinating world of creation and connected imagination:

▶ **INTIMACY & TEXTILE**

▶ **BODY & PERFORMANCE**

▶ **IMPACT OF IMMATERIAL**

▶ **SUSTAINABLE ENGAGEMENT**

Get ready to experience not only innovative fabric and clothing but also accessories, beauty concepts and jewellery. More than 20 creations will be put on display to show how the FashionTech movement enriches or unravels solutions for big trends and problems in society.

The exhibition will be held in 2 central places for innovation:

- **From 20th to 25th June 2017** at the Piscine, Roubaix
- **From 28th June to 2nd July 2017** at The Gaîté Lyrique, Paris

AN EXHIBITION CO-PRODUCED **BY THE GAÎTÉ LYRIQUE**

"The Gaîté Lyrique is situated at the meeting point between creation and technological innovation at the heart of Paris Fashion World. For the second consecutive year, the Look Forward FashionTech Festival affirms our ambition to hone artistic creation and open innovation. The Gaîté Lyrique possesses solid ties with the fashion world and distribution channels. We are delighted to collaborate with Showroomprivé for the FashionTech event. This collaboration illustrates our ambitious policy for the partnerships we seek."

MARC DONDEY

Artistic & General Director of the Gaîté Lyrique



▶ THE COLLABORATIVE **FABLABS**

Several workshops will take place at the exhibition to get visitors involved. At La Gaîté Lyrique, and also at the Piscine in Roubaix, Showroomprivé will offer several experimental demonstrations of new technologies linked with the creation of innovative fabrics: with 3D printing and smart clothing, the future is in our hands.

▶ A SHOP DEDICATED TO **INNOVATION**

The Look Forward FashionTech is an opportunity for La Gaîté Lyrique to unveil its new shop which will, during the festival, allow visitors to purchase items which represent FashionTech and BeautyTech. An original shopping experience, in terms of products available but also by the means of payment. An innovation corner will be created with the aim of promoting the winning products of the previous year: an opportunity for them to make the most of this event to gain more visibility.

▶ MEETINGS & **DISCUSSIONS**

Still based in La Gaîté Lyrique, two or three days will be dedicated to sharing and debating on the FashionTech's emerging subjects.

- ▶ The aim of **THESE ROUND TABLE CONFERENCES** is to encourage the participants to question the new challenges our society is facing, such as the emergence of new services or new customer expectations.

- ▶ **A PITCH SESSION** will bring an end to the week by putting the spotlight on all the startups which are shaking up the conception, production and distribution of fashion.



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 apps and its website. It has over 24 million members in France and eight other European countries. Since its creation in 2006, the company has experienced rapid 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 900 people.

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

ABOUT LOOK FORWARD

Look Forward is Showroomprivé's innovations hub. It supports two main projects: a startup incubator which is located in the heart of the company and an annual festival, the Look Forward FashionTech Festival.

Launched in 2015 by Axelle Lemaine, the minister of Digital Innovation, the Look Forward incubator was the first French structure to host startups from Fashion and Shopping Tech. The incubator is managed by a dedicated team of 10 people and nearly 900 experts to accompany the growth of the young startups.

Look Forward offers an original model, with no financial contributions. The startups benefit from:

- A training program resting on 40 value-booster workshops and themed workshops led by the best experts.
- A large network that the company has constructed with over 1,500 partner brands.
- Extra services worth 150,000 euros per startup (focus groups, photo and video shoots, tailored consulting, partner services).

For more information: <https://www.lookforwardfashiontechfestival.com>

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