

# FASHION WILL SPEAK FRENCH IN NEW YORK

*SAVE THE DATE: FRENCH TOUCH USA & GLITZ PARIS ANNOUNCE THE FIRST EDITION OF FRENCH FASHION WEEK IN NEW YORK (March 27-29, 2019)*

NEW YORK, NEW YORK (NY), USA, June 4, 2018 /EINPresswire.com/ -- [FRENCH FASHION WEEK](#) in New York (March 27-29, 2019) will present an exclusive selection of brands among emerging designers, as well as established brands and Fashion Tech houses in the women's, men's, accessories, and jewelry sectors.



Even though fashion, couture and design are strongly associated with France, most French fashion brands and emerging designers have little or no visibility in the U.S. Until now, there has never been a major gathering of the French fashion industry in the U.S. FRENCH FASHION WEEK, which will be held in midtown Manhattan, is the first platform dedicated to French fashion in the U.S.

FRENCH FASHION WEEK aims to create meeting opportunities between participants and key market players, potential U.S. partners, local institutions, policy makers, media, influencers or trendsetters. FRENCH FASHION WEEK also aims to create a unique, glamorous event, offering fantastic visibility to the French fashion in the U.S.

This new project led by French Touch USA will also give the opportunity for participants to understand the New York business environment, as well as the potential of the U.S. fashion market.

## OLIVIER LAPIDUS & FRENCH FASHION WEEK

Renowned French couturier Olivier Lapidus is the first public figure to join the event to share his passion thanks to a project that has been close to his heart for long: Establishing, in France, a "Conservatory of French Savoir- Faire". In the Conservatory, he will incorporate his vision of "... reconciling ancient craftsmanship and French Savoir-Faire with technology...".

Olivier Lapidus, one of the great French Fashion Designers, began his career at Balmain and received the «Dé d'Or» (Golden Dice) of Haute Couture in 1992. More recently, he was the Artistic Director of Maison LANVIN until March 2018. He is now dedicating himself to his own «Maison».

AN EXCLUSIVE PROGRAM

FASHION SHOWS

Each selected brand which so wishes will organize its own Fashion Show in a dedicated space within FRENCH FASHION WEEK, in a “French” atmosphere.

#### FRENCH FASHION ROOM©

An area dedicated to the presentation of the participants’ collections/products, The FRENCH FASHION ROOM will be organized in «worlds» and «savoir-faire»: Designers, fashion brands, «savoir-faire», accessories, jewelry, watches...

#### FRENCH POP-UP STORE©

This is the only space in FRENCH FASHION WEEK not reserved to professionals. An opportunity for brands to test the American consumers’ reactions and conduct a “real life / real time” market research.

#### INAUGURATION NIGHT & VIP RENDEZVOUS

Beyond the official launch party, networking meetings will be scheduled during FRENCH FASHION WEEK, allowing brands to interact with professionals, potential U.S. partners, institutions and media. In a professional and warm atmosphere, these get-togethers will be opportunities for participants to further promote their talent and share their vision.

#### FRENCH FASHION WEEK AWARDS

Awards will be presented by a jury of American and French professionals. Each recipient will be supported during the year to be assisted in her/his development in the U.S.

#### DISCUSSIONS & CONFERENCES WITH FIGURES FROM THE FASHION WORLD

Meetings with professionals will also help to understand the strategies and the stages of business development in the U.S.

#### FASHION, A CULTURAL AMBASSADOR

Exhibition of fashion photographers, book signings and meet-the-author with fashion and art-de-vivre authors or film screenings will punctuate the program.

#### ABOUT FRENCH TOUCH USA

Since 30 years ago, the FRENCH TOUCH USA team, an international event agency, is recognized for its expertise in the creation and production of impacting events. Specializing in the promotion of French Excellence and the best of the “France Brand” in the U.S., the agency has organized spectacular events showcasing French excellence and celebrating Franco-American friendship and professional relations.

#### ABOUT GLITZ

Since its creation, the public relations and events agency Glitz, founded by Bianca Hutin in partnership with Beatrice Martini, collaborates with the most important experts and clients worldwide. It has many projects in the worlds of luxury, fashion, lifestyle, art, culture, new technologies or philanthropy.

Beatrice Martini  
Beatrice Martini PR  
+33(06)624296824  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the

company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.