

Augure and Fashion GPS Merge under Launchmetrics

Powering brands with the ultimate launch-to-market platform

NEW YORK, N.Y - January 27, 2015 : Augure (Paris), a global powerhouse in Influencer Marketing Software and Fashion GPS (New York), the premier technology provider of the Fashion Industry, have merged under the new global flagship company, Launchmetrics. The new corporate identity and product offering enables brands to accelerate their launch into the marketplace and build strong and lasting exposure through the activation of the influencers that matter for their audience. The combined entity currently powers 1,700 brands and agencies in over 70 countries.

“The Fashion industry as a whole is questioning the traditional ways to launch collections to the media, retailers and ultimately the consumer and the timing of when these introductions should be made. What is impactful in 2016? Consumer sentiment changes quickly and product lifecycles are becoming increasingly shorter, with social media credited to sway consumers. It is now critical for brands to stay ahead of trends, quickly bring product to market, create exposure with the right timing and be able to measure how it impacts their business. Our new mission is to streamline these launches for brands, in the Fashion industry and beyond” explains Eddie Mullon, former CEO of Fashion GPS and newly appointed President of Launchmetrics.

Michael Jais, former CEO of Augure and newly appointed CEO of the combined entity, states: “Simply listening to consumer discussions is not enough today, brands need to understand who is leading this conversation and bringing consumers to action. By creating a strong proximity with their community and activating the right influencers before, during and after launch, brands have a fantastic opportunity to limit the risk of failure and truly impact their bottom line. With the correct data, creating momentum in product launch becomes an exact science”.

Launchmetrics will enhance Fashion GPS’s platform by integrating Augure’s advanced media and social influencer data and insights technology. Brands and agencies will benefit from a comprehensive solution that will allow them to plan, execute and measure their launch-to-market in the following ways:

- Identify and engage media and social influencers from a search engine with filtering capabilities on 100 types of verified criteria and metrics
- Leverage digital and mobile solutions for efficient event production
- Create virtual showrooms to expand global reach
- Strategize and streamline global product sampling to maximize internal efficiency and editorial exposure
- Amplify, capture and measure social virality and value across all launch-to-market efforts

Launchmetrics growth for 2016 will also include a newly enhanced version of GPS Radar, a curated community that has already become a standard for 35,000 editors, journalists, fashion bloggers, and celebrities. Through this community, brands will now be able to build a strong connection with and improve the experience of the most influential in their industry.

Launchmetrics will remain strongly centered on fashion and luxury, boasting an impressive 74% market penetration to the top seventy fashion and luxury brands such as L’Oreal, Kering, LVMH, and Richemont Group. The company has enlisted KCD Digital as advisor, and Launchmetrics will continue alliances with key industry partners including the Council of Fashion Designers of America, the British Fashion Council and IMG. The company will be headquartered in NYC with offices in London, Paris, Los Angeles, Hong

Kong, Madrid, and Girona (Spain) with support in five languages. Additionally, geographic expansion into new regions, with offices in Italy (Q2 2016) and Asia (2017) will further propel growth and revenue.

About Fashion GPS: Powering the Fashion industry since 2006

Since 2006, [Fashion GPS](#) has been designing digital solutions to connect the global fashion industry. First with GPS Samples, followed by GPS Events in 2008, GPS RADAR in 2011, and GPS STYLES 2.0, it has built technology that supports the world's top brands by delivering innovative products which more efficiently power their businesses, as well as creating platforms to bring together designers, editors, buyers and other key influencers in this perpetually evolving marketplace. Over 90% of New York Fashion Week shows use GPS Events and 250 of the world's top brands and agencies are powered by Fashion GPS.

About Augure: Leading innovation in the Influencer Marketing space

Since 2010, Augure has been leveraging social influencers for their avant-garde brand clients who wished to influence buying decisions in a more authentic way than traditional advertising (84% of marketing & communication practitioners worked in Influencer Marketing strategies in 2015 according to the [State of Influencer Engagement 2015](#) published by Augure)

Augure has been leading innovation in influencer marketing by partnering with prestigious research laboratories like INRIA, and developed advanced machine learning technologies to help brands identify the right influencers according to their campaigns objectives, provide them guidance on the best combination of contents, channels and timing to use for their engagement strategies, as well as predict their impact. More than 1k brands have been using Augure influencer marketing platform and data insights to deliver successful word-of-mouth programs at an international scale. Some of them are: Nestlé, Renault-Nissan, Jaguar, L'Oréal. The company closed a new round of \$16M in March 2015; in June the same year announced the purchase of the Social Analytics Startup [Wiselytics](#). Augure was recently cited in the Word-of-Mouth Platforms report of independent research firm Forrester Research¹ and identified as the only B2C category influencer identification and activation platform for Fashion/Luxury/ Beauty, Automotive and Agencies.

¹"Vendor Landscape: Word-Of-Mouth Platforms", Forrester Research, Inc., November 3, 2015