

LAUNCHMETRICS

Launchmetrics develops new features that will help fashion, luxury and beauty brands host events and launch their collections in a digital or hybrid environment to combat these unparalleled times

The brand's flagship events management solution is used by 85% of fashion shows in New York, London, Paris, Milan and manages more than 6K FLB industry events every year

New York, August 27, 2020 - **Launchmetrics**, the leading Brand Performance Cloud for the Fashion, Luxury and Beauty (FLB) industries, **announces an important upgrade that will support the sector as it rebuilds and as brands continue to find new ways to engage** with industry insiders and consumers in today's ever-changing landscape. **Developed from the recent partnership with the FHCM**, in which Launchmetrics successfully digitized the FW20 Paris Fashion Week events, **the company now extends these capabilities so that brands can build exclusive digital environments** that are both inspirational and operational. Not only will the solution **offer the ability to orchestrate brand experiences in digital or hybrid formats, but it will also enable the industry to amplify their events and content with the Voices that matter.**

In the new industry climate, digital events and showrooms have moved to the forefront of many brand strategies looking to replace in-person fashion shows, presentations, press days and collection launches, when purely physical events are no longer an option. **While digital transformation is key — now more than ever — choosing the right service provider is critical, as it can create efficiencies across the business and amplify exposure.**

"As a technology pioneer and industry partner, we saw the need to innovate quickly in order to support our clients and help them adjust to the persistently shifting landscape; in uncertain times, driving brand performance is more strategic than ever," states Arnaud Roy, Chief Strategy Officer at Launchmetrics. **"Having launched the new features first with the Fédération de la Haute Couture et de la Mode, we are proud to now be offering brands the possibility to digitize and optimize the launch of collections through our Brand Performance Cloud solutions."**

Launchmetrics' events solutions, the company's flagship product, is used by 85% of fashion shows in New York, London, Paris, Milan, and manages more than 6K Fashion, Luxury and Beauty industry events worldwide, every year. Thanks to the newly enhanced features, it's the industry's first live, digital and hybrid events management solution, allowing brands to create, share and measure an unforgettable experience from start to finish. And when paired with Launchmetrics' recently upgraded digital showroom, **not only will brands generate impact before, during and after the event but they can immerse their audience into their exclusive collections thanks to beautifully tailored brand environments and gain insights into metrics that matter.**

Launchmetrics solutions seamlessly work together in order to help Fashion, Luxury and

Beauty companies streamline their workflow and maximize efficiencies while building lasting brand momentum long after their event or collection has launched. Launchmetrics' leading Brand Performance Cloud, provides companies with the tools and intelligence they need to optimize the use of their creative assets, execute powerful brand amplification programs and measure their brand performance.

For further information on the newest features, please visit their [website](#) to learn more.

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About Launchmetrics

Launchmetrics is the leading Brand Performance Cloud used by Fashion, Luxury and Beauty (FLB) executives to connect with the modern consumer in a constantly changing landscape. With over a decade of industry expertise, Launchmetrics helps more than 1,000 customers create inspiring, impactful and measurable experiences.

Its Brand Performance Cloud provides companies with the tools and intelligence they need to optimize the use of their creative assets, execute powerful brand amplification programs and measure their brand performance. The company's AI-driven and proprietary Media Impact Value™ gives customers the ability to benchmark their performance against 2,000 competitors worldwide. Launchmetrics' intelligence empowers these companies to grow their businesses and streamline their processes, bringing a sharp focus to profitability, accountability, and efficiency while enabling the type of quick decision making required for agility.

Founded in New York and with operating headquarters in Paris, Launchmetrics has employees in ten markets worldwide and offers support in five languages. Launchmetrics has been the trusted brand performance technology to brands worldwide such as Dior, Fendi, TopShop, Shiseido, NET-A-PORTER and Adidas as well as partners like IMG, the Council of Fashion Designers of America, the British Fashion Council, Camera Nazionale Della Moda Italiana, and the Fédération de la Haute Couture et de la Mode.

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