

Manifesto


SALON INTERNATIONAL
— DE LA LINGERIE —
PARIS

“

OUR VOCATION

accompanying you, driving the industry forward

DARING TO CHANGE

Let's invent new lingerie stores, where femininity is the key to modernity.

PLAYING A SOCIAL ROLE

Let's use expertise in communication and exchange to create welcoming stores with strong identities.

UPDATING OUR PROFESSIONS

Let's focus on these strengths to modernize the sector and highlight the value of our professions and expertise.

HUMANIZING INTERACTIONS AND REPOSITIONNING

Let's promote specialization and make the most of the human dimension.

TEXTILE INNOVATION WILL REVOLUTIONIZE PRODUCTS OVER THE NEXT 10 YEARS

Let's treat these changes as an incredible opportunity to bring comfort and performance to this dynamic sector, boosted by technical expertise and knowhow.

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#RETAIL RENEWAL

The Salon International de la Lingerie's mission is to give its clients guidance for their projects. It's a clear and simple fact today: shopping is no longer a utilitarian act. The shopping experience is, by far, the most critical issue for brands. Why? Because a point of sales' design and architecture generate sales. Products by themselves are no longer tempting enough.

WHEN RETAIL *Shakes up the codes*

Where to sell? To whom? How to sell? These are the questions the trade show promises to answer using clearly identified tools.

EUROVET'S COMMITMENT PRODUCES *A groundbreaking retail report*

Doing designer Vanessa Causse was appointed by Eurovet to coordinate international teams for a brand new study on retail which:

- provides an overview of the retail sector and all its variations
- analyses retail's codes and tools for market professionals
- takes a world tour of the most interesting boutiques
- inspires through visuals that illustrate ideas and concepts

Objective 1: Retail today

Market context and overview: physical retail / pop-ups / lifestyle stores

Objective 2: The new customer journey 2.0

Digital stores: digital environments / e-shops / marketplaces, etc.

Objective 3: Merchandising

Layout / changing rooms / store windows

Objective 4: Tools for retail's future

Language / customer services / surprise effects / coworking / collaboration

Objective 5: A retail manifesto for the future

Sharing skills, passion, and vocation between all the market's players

This powerful forecasting tool will be on sale when the trade show opens.

Marika Vera



EUROVET SERVES ITS CLIENTS

With a first-time-ever retail tour

As part of the trade show and in conjunction with the Retail Study, Eurovet presents a new service. Organised visits of the most innovative boutiques in Paris will be led by a guide who will explain the key factors and tools for modern retail*.

#1 Explore the new tools that give clients a modern welcome

Discover different types of boutiques: the concept store, the apartment, and more
Get real-life experience of the codes boutiques use

#2 Learn how to extend in-store time

Find out about new boutique services
Understand how products are promoted to consumers

#3 Discover the top ways to make clients loyal

See how to arouse curiosity and desire, and make people want to come back
Explore the techniques that keep things exciting and new in boutiques

#4 Be inspired

Tune in to the zeitgeist and see today's fashion innovations
Have fun and get lots of inspiration to update your ideas



*By registration only via ebescos@eurovet.com
Saturday 20 and Monday 22 from 4 pm to 7 pm and Tuesday 23 from 10 am to 1 pm

EUROVET REINVENTS

Shop staging for its retailers

"Again, many thanks for your assistance. I am so happy with this makeover that really freshened up the boutique. All the clients this weekend were fans of the new space - it's "like in the magazines" and they could "see it from outside the shop". Isabelle, La Parenthèse

Following the example of home staging, which is already well known, shop staging gives boutiques a new look using modest means (both in time and budget). Still not used very often, shop staging can work miracles to promote a point of sale's product offer and image and to increase store traffic and the average basket.

Based on this original idea, Eurovet introduced a contest in November using the trade show's social media. The competition was extremely successful and numerous boutiques participated. Galicia Lingerie (Pau) and La Parenthèse (Montmorency) were the two winning retailers.

Eurovet's Doing Designer Vanessa Causse met with each one on site and created a pop-up within their point of sale.

This initiative will become an important new Eurovet service.



Before



After

EUROVET IDENTIFIES 4 APPROACHES

To retail

The trade show is a powerful business accelerator. This season it will be set up like a Parisian flagship store where scenography, installations, and surprising special events will give buyers and retailers important tools.

The new generation of ultra-connected consumers is shaking up buying behaviour. It's logical that this trend is linked to transforming selling tools to better meet consumers' needs. Where to sell? To whom? How to sell? The trade show will answer all these questions in a dedicated space.

In a review of the sector, Eurovet will present the future's main trends through four complementary approaches that criss-cross and blend

See it all at the trade show!

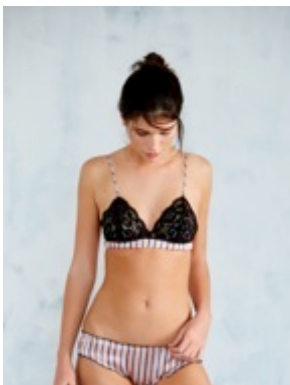
1. Capsule products in the Pop-up Store



Corporelle

A cutting edge selection - surprising products, an ultra-creative approach, capsule collections: Murrmur (Romania), Opaak (Germany), Corporelle (Russia), Paul & Joe x Cosabella (Italy), Lyn Lingerie (Switzerland), Edge O' Beyond (United Kingdom), Le Petit Trou (Poland), Superbe (France), Cisô Atelier (Brazil), Marika Vera (Mexico), Undress Code (Poland), Corsetorium (United Kingdom), Room 24 (United Kingdom), Marieyat (United Kingdom), ...

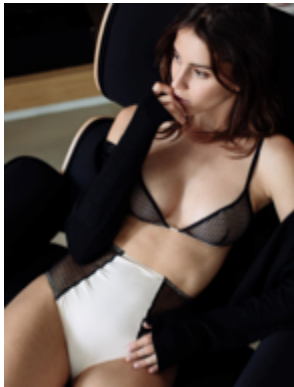
2. A lifestyle focus in the Concept Store



Hesper Fox

Dramatic products - a directional offer, add-on products, kraft and wellness collections: Hesper Fox (United Kingdom), Body & Clyde (France), Rossell England (United Kingdom), P Le Moul't (France), Hanky Panky (United States), Max Mara (Italy), Pluto on the Moon (Belgium), Velvet Socks (Germany), Eberjey (United States), Swedish Stockings (Sweden), Joliderm (France), ...

3. A multi-media method in the Online Store



Naélie

A proven offer - irresistible apparel, established values, adaptable products: Premier, Artisan de Beauté (Japan), Nubian Skin (United Kingdom), Naelie (France), Albertine (France), Garçon Français (France), Hanro (Switzerland), Mey Bodywear (Germany), Oscalito (Italy), Wacoal (Japan), Anita (France), Berlei (United Kingdom), Eberjey (United States), Six (Scotland), Kent (USA), Icone Lingerie (France), ...

4. A strong identity in Le Store



DnuD

A signature selection - on-trend, timeless products: Adina Reay (United Kingdom), Simone Pérèle (France), DnuD (France), Valery (Italy), Chantelle (France), Andres Sarda (Belgium), Marjolaine (France), Paloma Casile (France), Else Lingerie (Turkey), Chantal Thomass (France), Underprotection (Denmark), Huit (France), Wacoal (Japan), Maison Lejaby (France), Nancy Ganz (Australia), ...

Join us on 20, 21 & 22 January 2018 at Paris Expo, Porte de Versailles !

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