

# LE NEW BLACK

## Le New Black Joins BPIfrance's «Fashion & Luxury» Accelerator

Le New Black has been selected to join the second cohort of BPIfrance's «Fashion & Luxury» accelerator, winning 12 months of support for its leaders. Chosen to participate alongside 21 other French companies in the sector, Le New Black aims to be a lasting part of the creative French ecosystem and to sustain its growth.

Since 2019, the BPIfrance's «Fashion & Luxury» accelerator has enabled selected companies to optimise their growth potential and respond to four major challenges in the fashion and luxury sector:

- Facing new societal and environmental concerns and better understanding new consumer expectations,
- Modernising production equipment, improving industrial performance and better controlling the balance between cost/quality/time,
- Accelerating digital in order to control on-demand production and move towards an omnichannel experience,
- Acting as a connective link between industry players, to strengthen relationships between brands, service providers and manufacturers, thus promoting French Touch internationally.

*“As a fast-growing French SME, the support of BPIfrance will allow us to keep on responding to the challenges of a rapidly changing industry, in the most effective possible way, while standing alongside experts, partners, service providers and brands in the fashion and luxury sector. “*

- Romain Blanco, CEO of Le New Black -

### **A word on Le New Black:**

A pioneer in the digitalisation of fashion wholesale since 2009, Le New Black supports brands in the presentation and distribution of their collections. The company operates predominantly in the fashion, luxury, accessories, jewelry, lingerie, active wear, footwear and children sectors. The SaaS platform has won over many prestigious clients such as Amiri, Tory Burch, and Kenzo, as well as institutions such as the Fédération de la Haute Couture et de la Mode, the Fédération Française du Prêt-à-porter, and the French Footwear Federation.