

EVENTS/CAUSES

## FHCM, in nod to times, picks Launchmetrics to digitize Haute Couture Week and Paris Fashion Week Men's edition

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*Fdration de la Haute Couture et de la Mode is digitizing key events as insurance against future health outbreaks and also to keep up with the needs of the times and current market behavior. Image credit: Fdration de la Haute Couture et de la Mode*

By LUXURY DAILY NEWS SERVICE

The Fdration de la Haute Couture et de la Mode has picked Launchmetrics to digitize its virtual Haute Couture Week and Paris Fashion Week Men's edition.

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The deal will bring the two events online to fashion buyers, media and consumers worldwide. The new digital hub will be hosted by FHCM and developed by **Launchmetrics**, which is a brand performance cloud for the luxury, fashion and beauty sectors.

"We're now at the height of the digital revolution, which has only been accelerated by the COVID-19 crisis," said FHCM executive president Pascal Morand in a statement. "The digitization of Fashion Week will never replace in-person events but it will largely enrich and amplify creative expression and communication."

The COVID-19 coronavirus outbreak has hastened the digitization of luxury as consumers shop increasingly on their computers and phones even as they visit bricks-and-mortar locations for the experiential component.

Home page

**FHCM's** online Haute Couture Week will run July 6-8 and the digital Paris Fashion Week Men's edition July 9-13.

Visitors to those digital homes will have access to viral videos, collection imagery and exclusive editorial content such as interviews and behind-the-scenes footage.

Also included will be commentary from a curated list of media, brands, organizations and cultural institutions that have made Paris a fashion and cultural destination.

Those in the trade will have access to gated resources such as virtual pressrooms and showroom sales tools.

"We're very excited to empower the Fédération de La Haute Couture et de la Mode to connect people all over the world, extending access to one of the most traditionally exclusive fashion events on the calendar," said Michael Jais, CEO of Launchmetrics, in a statement.

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