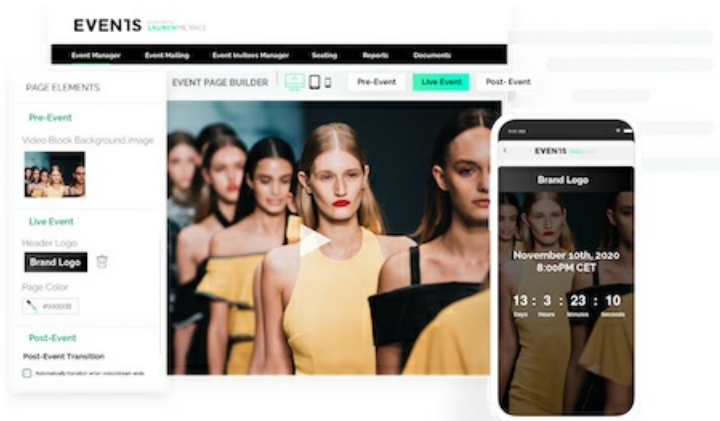


MARKETING

Launchmetrics offering luxury brands event digitalization services

August 27, 2020



Launchmetrics is helping luxury brands digitize events. Image credit: Launchmetrics

By LUXURY DAILY NEWS SERVICE

Cloud technology company Launchmetrics is helping luxury, fashion and beauty brands host digital events with a new software solution.

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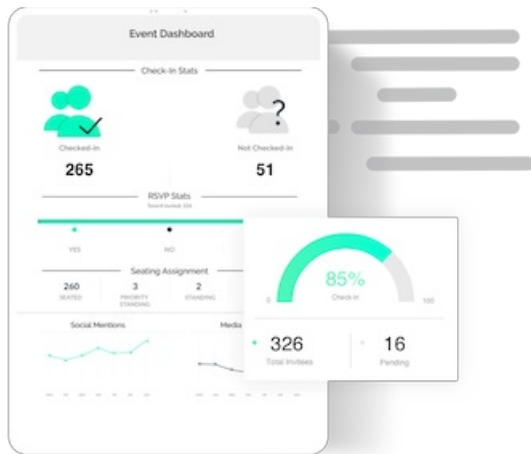
Virtual events and showrooms have become more crucial than ever in light of the current climate and coronavirus pandemic. Brands will have the opportunity to create digital or hybrid experiences to amplify their events and content.

Digitizing events

With physical events dramatically curtailed as a result of the pandemic, brands have had a sudden need to replace in-person fashion shows, presentations, press days and collection launches.

In June, the Fédération de la Haute Couture et de la Mode picked Launchmetrics to digitize its virtual Haute Couture Week and Paris Fashion Week Men's edition. The two events, held in July, served as a test run for Launchmetrics' newly developed digital hub ([see story](#)).

Now those digital showroom capabilities will be available to any interested brands in the fashion, luxury and beauty space. Brands will be able to generate engagement before, during and after events and access a range of metrics.



Brands will be able to access events metrics with Launchmetrics. Image credit: Launchmetrics

"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," said Arnaud Roy, chief strategy officer at Launchmetrics, in a statement. "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' event solutions are already used by 85 percent of fashion shows in New York, London, Paris and Milan.

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