

- Black Friday focus -

Review and forecast
What business strategy will fashion brands adopt?

Paris, November 3, 2020

Black Friday event is fast approaching. Scheduled on November 27, twenty-seven days before Christmas, this day of promotional offers is one of man if.9502>005>1005>20003>000incl lisoent Noo0027,

Timing key to success!

While brands prefer not to put their new collection on sale the week of Black Friday, Zara chose a different strategy in 2019 to give itself a head start on the market. The brand implemented a bold marketing campaign, putting its entire new collection online the very next day (Saturday being a high-traffic day in e-

Brands studied: Zara, H&M, C&A, Mango, Uniqlo, Massimo Dutti, Other Stories, Market, Cos, Pimkie, Jennifer, Celio, Jules, Oysho, Pull&Bear, Bershka.

About Retviews:

In a more intense competitive context than ever, fashion industry decision-makers need to rely on a benchmarking automation solution designed specifically for their sector, to enable them to make the best decisions faster. Founded in 2017 and recently acquired by Lectra, Retviews has developed an innovative technology offering based on a model combining artificial intelligence and big data. The Retviews offering enables fashion brands to analyze the market efficiently and in real time and gives them a 360° view of their competitors.

More information: <https://retviews.com/>

About Lectra:

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers, from design to production, providing them with the market respect and peace of mind they deserve. Founded in 1973, today Lectra has 34 subsidiaries across the globe, serving customers in over 100 countries. With almost 1,800 employees, Lectra reported revenues of 280 million euros in 2019. Lectra is listed on Euronext (LSS).

For more information: www.lectra.com

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