



LAUNCHMETRICS

The Leading Brand Performance Cloud for
Fashion, Luxury and Beauty
Galleries Overview Deck

Brands are facing various challenges when building their fashion shows



Growing uncertainty around the future of fashion shows



Greater dependence on digital tools while not necessary set-up to do so.



Figuring out how to make the products feel "real" in a digital setting



Unsure about how to maintain exclusivity with industry insiders globally



Deciding whether you should build or partner for a digital assets solution.



Questioning how to create buzz for your collection across social and press.



Introducing Galleries, the leading digital content hub for the FLB industry



Generate anticipation before, during and after your fashion show or presentation



Lead with confidence using tools and data to increase your speed, efficiency & consistency



Build exclusive digital environments that are both inspirational and operational



Immerse your audience into the new, exclusive collection



Zoom into every product detail as if it was in your hands



Amplify your collection with our network of industry insiders

Digitize and share your fashion collections

GALLERIES
LAUNCHMETRICS

- > **Showcase your new fashion collections** and inspire your audience with a delightful, flexible experience.
- > **Share your assets with the Voices that matter in a branded environment.** Create customizable online showrooms for editors, influencers and other industry insiders to access and download your assets and request samples.
- > **Manage and take control of your digital assets.** Maximize the impact of your branded assets by uploading images and videos to build your content library.
- > **Measure impact of your creative assets.** Gain a deeper understanding into who are viewing your digital assets and downloading your images.
- > **Deep dive** into every element of your product from color, pattern, fabric, product dimensions and more.**



Du boulevard à la salle de réunion : la collection Automne/Hiver 2020-2021 pour femme est une ode à la féminité via son Fendi, qui se veut à la fois empreinte-casual et tout en robes, fermes et allégres. Resultat : une garde-robe digne de la femme titane et audacieuse Fendi.

LOOKS BACKSTAGE

Download this gallery

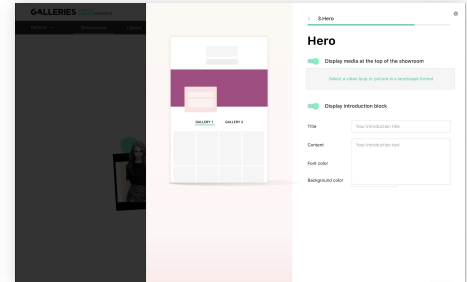
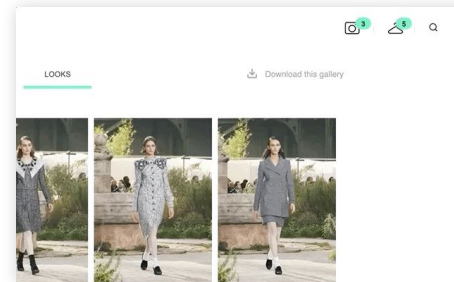
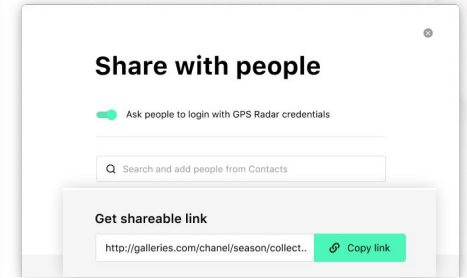
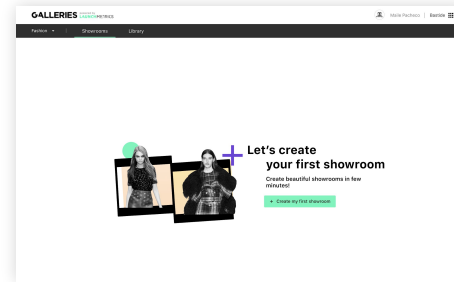


Fendi is a registered trademark owned by Fendi Srl.

** Coming soon.

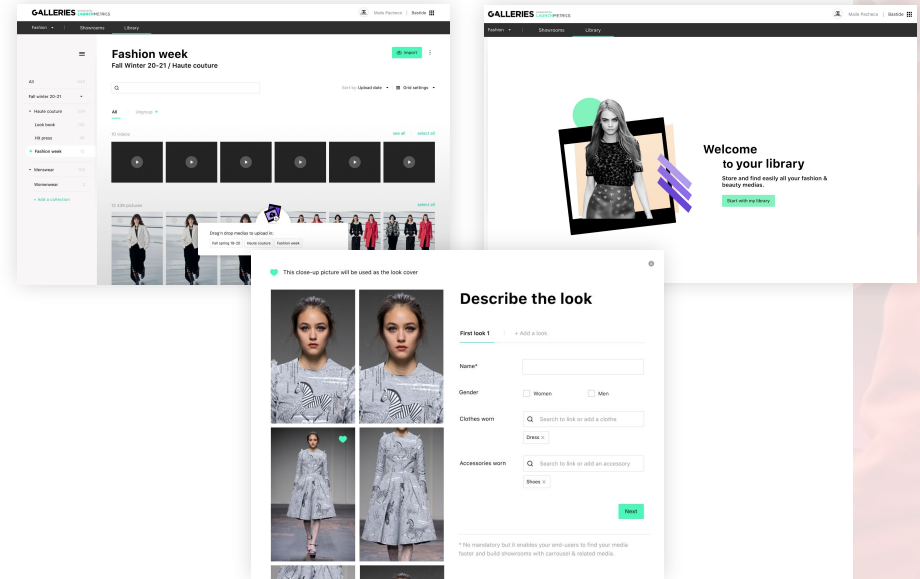
Share your assets with the Voices that matter in a branded environment

- > **Create and build online showrooms** for editors, influencers, stylists and other industry insiders to see the essence of your brand and engage with your messaging and branded assets.
- > **Customize your showrooms** for different markets by changing the layout and images as you want with an editor that's flexible and easy to use.
- > **Allow industry professionals** to request **Samples** and download product images, videos, 360 assets and more.
- > **Maximize the value of digital assets** by sharing your digital showroom link to the right **Contacts**, at the right place and at the right time.
- > **Maintain exclusivity** by choosing whether your showroom is public or private and protect it with a password.



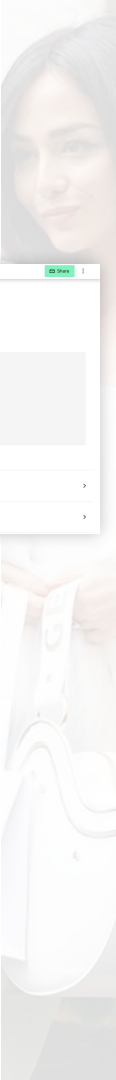
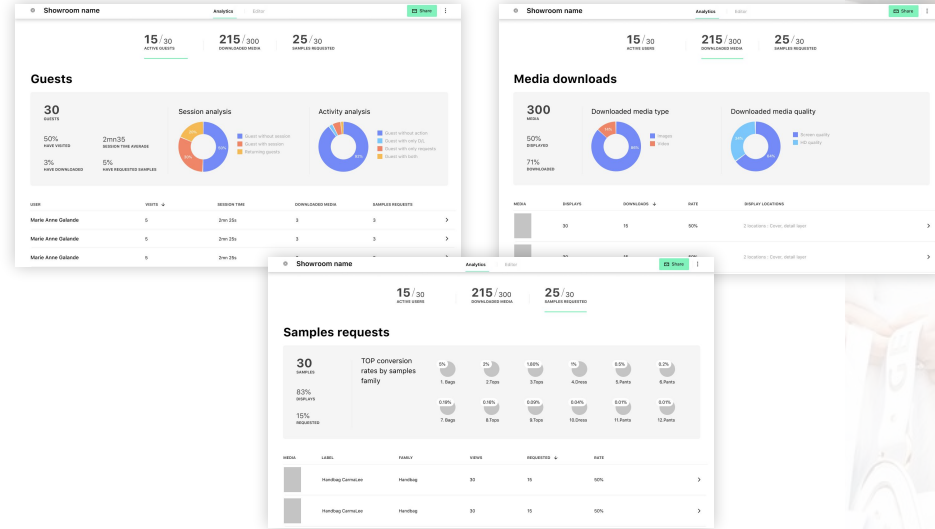
Manage and take control of your Digital Assets

- > **Build your content library in the cloud** including your campaign imagery, digital banners, press releases and more.
- > **Import images, videos, 360 images and more** from your server, **Samples** or other information systems.
- > **Optimize your Digital Assets** by giving access to global and local teams at anytime and anywhere.
- > **Search and filter** through your digital archives to gather insights and identify the content that previously worked well for your brand.
- > **Increase your productivity** by sorting and tagging your digital assets by product details, such as color, size, fabric type and more.**



Measure the impact of your creative assets

- > **Discover the trends that are forming** by seeing which products are the most popular through views and downloads.
- > **Gain a deeper understanding** into how specific digital assets are performing in important markets globally.
- > **Easily monitor and track** who viewed or downloaded your images and videos.
- > **Follow up with editors, influencers and buyers** who are viewing and downloading your digital assets.

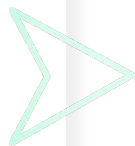


Amplify your content through Launchmetrics' network

PUBLISHERS

**2,000 Publishers in
70 Countries**

Leverage the **leading visual content creator & distributor** in Fashion & Beauty to push content to over key **media publishers** worldwide



INDUSTRY

**50,000 Press &
Industry Members in
150+ Countries**

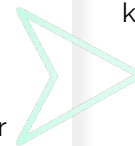
Connect brands, media and retailers worldwide seamlessly through **GPS RADAR** to further amplify your noteworthy news, events and opportunities.



INFLUENCERS

**20,000 Content
Creators**

Share your marketing campaign content with our premium network of influencers and KOLs to influence those influencing today's modern consumers.



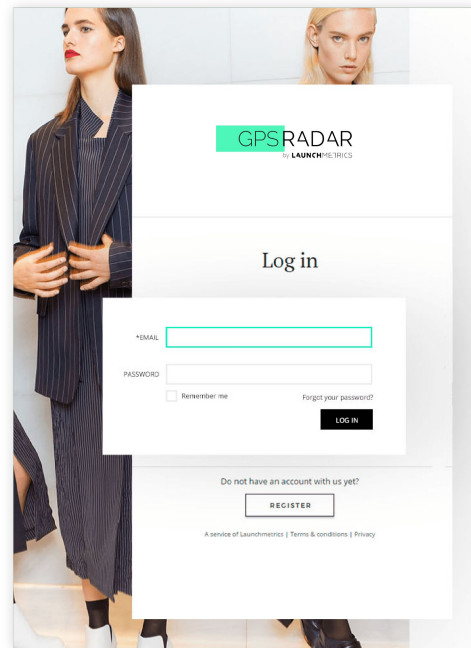
SOCIAL MEDIA

Stream videos & push other Campaign content direct to key **social channels**



Connect with our GPS Radar Community of over 50k+ FLB industry professionals globally

- > **Amplify and share your digital event** to a highly curated, private community that connects Fashion, Luxury and Beauty insiders.
- > **Access a curated homepage** with featured content and a 24/7 scrolling feed.
- > **Browse brand profiles** that feature the latest news including press releases, events, digital showrooms and more.
- > **Allow industry professionals** to choose looks from your collection and build their own personalized moodboard.
- > **Receive and RSVP to event invites** along with push notifications of any updates.
- > **Request samples of runway looks** directly from brands via the mobile app.



+50k

Community members across 150+ countries

+200k

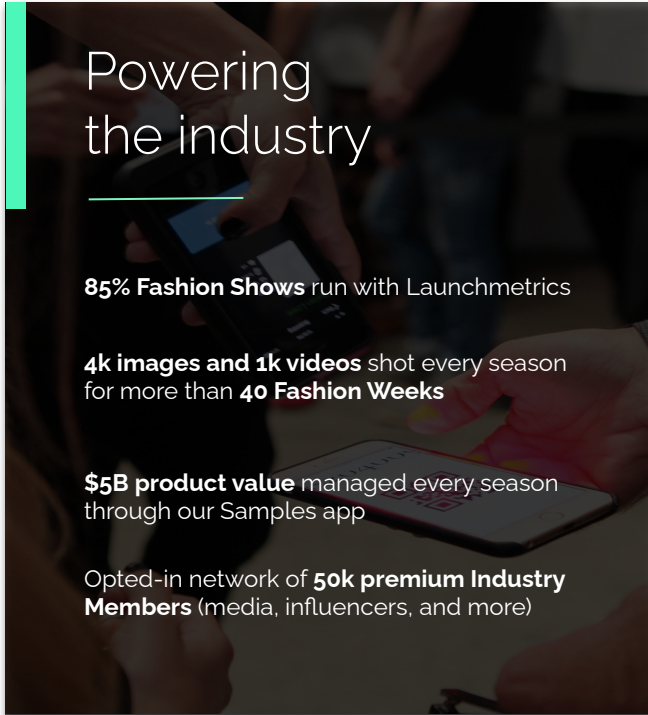
Image views per day with over 12.5k downloads each month

+2.5k

Brand profiles featured

Galleries is an app within the leading **Brand Performance Cloud** for Fashion, Luxury and Beauty

LAUNCHMETRICS



Powering
the industry

85% Fashion Shows run with Launchmetrics

4k images and 1k videos shot every season for more than **40 Fashion Weeks**

\$5B product value managed every season through our Samples app

Opted-in network of **50k premium Industry Members** (media, influencers, and more)

Over 1,000 clients



And key industry partners



Named a Strong Performer in Influencer Marketing Solutions by **FORRESTER**

Launchmetrics *“should be on the shortlist for any luxury or fashion brand”*

LAUNCHMETRICS

CREATE. SHARE. MEASURE.



What's Different with "New" Galleries

- > Personalize your online showroom by customizing all elements from the layout to the hero banner, and by adding any number of different sections
- > Integrate images, videos, 360° files and more into your showroom.
- > Manage your customizable showrooms - edit, archive and delete existing showrooms
- > Integrate with Launchmetrics →
 - Request samples and import media from Samples
 - *Login with GPS Radar - coming soon*
 - *Share Showroom with Contacts - coming soon*
 - Link to Post Events Page of Digital Events
- > Maintain privacy & exclusivity with password locked showrooms. Keeping the showroom public is always an option.
- > Advanced comprehensive reporting on who viewed and downloaded which image and who requested samples.
- > New design & better performance !
- > *Basic media management with team admin/rights - coming soon.*
- > *Lookbooks and Moodboards - coming soon*
- > *Advanced Tagging - coming soon*

