Tranoï accelerates in New York

By Jean-Paul Leroy - 1 February 2016

Tranoï intends to further establish its US trade show, whose next edition is scheduled in New York from 21st to 23rd February. To do so, the French show organiser has been working on several initiatives. It retained the services of a US communications agency based in New York and Los Angeles, it recruited an ambassador and it plans to establish a connection with Made, an organisation which groups together young New York designers, notably helping them during fashion weeks.

The public relations agency is Factory PR, whose customers include Steve Madden, Diesel, Parsons, Maison Jules (Macy’s own brand), Westfield, Superdry, etc.

Also, Tranoï has chosen as its ambassador a heavyweight in the US fashion world, Simon Collins, the former fashion Dean at the Parsons fashion and design school, who left his academic post in autumn 2014. In the course of a long career in fashion, Collins worked for Polo Ralph Lauren, Zegna, Nike, etc. He will act as Tranoï’s US creative advisor.

He has been specifically tasked with developing initiatives involving new talents from the Big Apple. Also, he recently acted as consultant for several fashion-related start-ups.

Tranoï is also approaching Made, a New York organisation grouping together young design talent. "For example, Made allows these new names to take part in fashion weeks. But it doesn't provide a commercial platform after the shows, which is something we can provide," underlined David Hadida, Tranoï’s director, who also announced that in February, some ten designers already will participate. 90 exhibitors are expected at Tranoï's next session, including Martone Cycling, the brand owned by Marc Jacobs’ former boyfriend, Lorenzo Martone.

Though Tranoï seems to have given up on the project to find another location, for September the organiser is targeting a second area next to the Tunnel building - which it occupies today - to allow the show to expand.

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