

SMCP

sandro maje claudie pierlot



Press release – Paris, July 17, 2019

SMCP partners with Farfetch for its brand Sandro, further developing its presence amongst high-end customers

SMCP announces today a new milestone in Sandro's digital expansion through a partnership with Farfetch, a leading global technology platform for the luxury fashion industry. With more than 2.8 million marketplace consumers worldwide (as of December 31, 2018), Farfetch will be the ideal partner to enable Sandro to address a wider, premium customer base through a customized platform. Through this new partnership, Sandro will reinforce its high-end positioning and enhance its worldwide visibility and awareness.

This partnership marks a key achievement in the global roll-out of SMCP's successful digital strategy, bringing together the best of online and offline shopping. It perfectly complements the Group's growing digital presence alongside the successful global deployment of its own websites, and further diversifies its digital sales channels, enabling the Group to reach over 190 countries across the world. Furthermore, it comes just 3 months after the announcement of a landmark partnership with JD.com, one of the leading online platforms in China, reflecting the emphasis on digital in the Group's strategy.

Isabelle Allouch, Sandro's CEO, said: "*We are delighted with this new partnership with one of the major digital players of the luxury sector. We are convinced that having our products on Farfetch will contribute to Sandro's digital expansion across the globe, positioning it as a high-end luxury brand and enhancing its worldwide visibility and awareness.*"

ABOUT SMCP

SMCP is a global leader in ready-to-wear's accessible luxury with three distinct contemporary Parisian fashion brands, *Sandro*, *Maje* and *Claudie Pierlot*. Present in 40 countries with 1,466 points of sale, SMCP generated €1 bn sales in 2018. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively and continue to provide creative direction for the brands. Claudie Pierlot was founded in 1984 by Madame Claudie Pierlot and acquired by SMCP in 2009. SMCP is listed on the regulated market of Euronext Paris (compartment A, ISIN Code FR0013214145, ticker: SMCP).

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