

LAUNCHMETRICS

LAUNCHMETRICS TEAMS UP WITH AMAZON FASHION WEEK TOKYO FOR THE AUTUMN/ WINTER 19/20 SEASON

NEW YORK (March 18th, 2019) — Launchmetrics, the leading marketing platform and analytics solution for the Fashion, Luxury and Cosmetic (FLC) industries, announces today that it will bring its innovative technology used at the largest international fashion shows to Amazon Fashion Week TOKYO(AFWT) for the Fall/Winter 2019/20 Season. The partnership between Launchmetrics and Japan Fashion Week Organization(JFW Organization) will help bring global exposure to the talented designers showing in Japan through the company's GPS Radar community over buyers, journalist and influencers worldwide.

Akiko Shinoda, Director of International Affairs at the JFW Organization described Launchmetrics' technology as, "A whole new experience for our guests" and states that "AFWT will profit from global exposure."

This season, AFWT will benefit from using Launchmetrics tools such as Events, Contacts, and Galleries along with having access to the highly-curated GPS Radar community to garner excitement and intention for Japan's greatest talents; Launchmetrics is the go-to platform for industry professionals and partners with all the major fashion weeks worldwide.

"Our' platform, will greatly enhance the Amazon Fashion Week Tokyo experience for guests," states Michael Jais, CEO of Launchmetrics. "For over a decade we have listened to the needs of the industry, and developed tools to support the way it works. Through this, we have become not just a provider to our clients but a real partner of the industry — and the most trusted platform for these brands and global Fashion Weeks. We are excited to become partners as well with JFW Organization and leverage our GPS Radar network to connect Japan's designers and brands with our community of over 50,000 journalists, buyers and industry professionals from around the world."

Launchmetrics' SVP of Industry Relations and seasoned journalist, Jessica Michault, spearheads the brands partnerships with the Global fashion weeks. Jessica was pivotal in creating this relationship as she had seen untapped potential in the market, deserving of a global platform. For this reason, she will be traveling to AFWT to provide editorial coverage and share stories on local talents and brands within the industry. "I am particularly looking forward to attending this season," says Jessica Michault, "I can't wait to discover the fresh talent during Amazon Fashion Week TOKYO to share with the world through our GPS Radar community."

The [GPS radar](#) app, created in 2006, was the first-ever community for Fashion, Luxury and Cosmetics Professionals, connecting top-tier brands, retailers and media to share events and images. Since, it has become the go-to members-only community tool to streamline and simplify the workload of the global fashion community. Aside from managing your fashion show invitations, calendars, and RSVPs, members can now upload articles and press releases onto GPS Radar to keep the media up to speed on all of their latest company news. Additionally, members can access Galleries to search collections by designer, season and agency and find products based on type, color or fabric. The

app also allows users to request editorial pieces for loans with the click of a button. Download GPS Radar [here](#).

For more information on Launchmetrics or its industry tools, please visit our [website](#).

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About Launchmetrics

Launchmetrics is a Marketing Platform and Analytics Solution to help Fashion, Luxury and Cosmetics professionals discover, activate and measure the voices that matter for their brands. It is the most essential and trusted platform in the industry, yielding an unrivalled market penetration to the top seventy fashion and luxury brands worldwide including Dior, Fendi, NET-A-PORTER, Topshop and more.

Founded in NYC with operating headquarters in Paris, and offices in London, Milan, Los Angeles, Tokyo, Madrid, Girona (Spain) and Munich (Germany) and support in five languages; the company works with over 1,000 brands as well as partners like IMG, the Council of Fashion Designers of America, the British Fashion Council, Pitti Immagine, Camera Nazionale della Moda Italiana and Google, to accelerate their business and build lasting exposure. The company's industry communities GPS Radar & Style Coalition bring together over 50,000 influencers, editors, buyers and more to share content, events, news, images and more. To learn more about Launchmetrics, please visit [launchmetrics.com](#).

About Amazon Fashion Week TOKYO

The Japan Fashion Week Organization was established in 2005 with the cooperation of the textile/fashion manufacturers, fashion designers and distributors, so both the upstream and downstream side for the purpose of further strengthening and developing the international competitiveness of Japan's textile and fashion industries.

The JFW Organization hosts the "Amazon Fashion Week TOKYO" as the Collection Business, and the "Premium Textile Japan", "JFW Japan Creation" as the Textile Business in order to disseminate information about Japan's superior textile/fashion products and services overseas and establish Tokyo as "only one the base for textiles and fashion in the world" and the center of fashion trendsetting in Asia.

In addition, in order to achieve the objectives mentioned previously the JFW Organization works in consort with designers, manufacturers and apparel retailers to implement various industry related events and aims to strengthen ties with fashion related organizations both in Japan and overseas.

About Futaba Tsushinsha

Futaba Tsushinsha(FTB) has shown a particular presence in the field of magazine advertising and business deals with fashion and lifestyle brands over the years since its foundation in 1948 and have built up our experience. Today we have been highly regarded as leading company in the fashion magazine advertising business. Being an exclusive reseller of Launchmetrics will enforce our vision to provide customers an integrated communication of Ad&Pr combining "PRINT", "ONLINE" and "SOCIAL" media fully adopted to the "Digital era".