

## **Avec Les Filles opens at Macy's Herald Square**

*Success comes quickly for innovative fashion line as trusted retail and fixture partners work to deliver fast-track launch*

In less than one year, retail entrepreneur Joyce Azria and her team worked with a small group of trusted partners to fast-track the successful launch of Avec Les Filles, a new women's contemporary lifestyle brand offering RTW and accessories with a playfully sophisticated, French aesthetic.

Avec Les Filles (French for "with the girls"), opened a 1,200-sq. ft. shop in Macy's Herald Square flagship on April 19, complete with a pink grand piano and living room seating. The opening was a major benchmark in the brand's whirlwind first year, and followed the February opening of eight "shop-in-shops" at Macy's.

Avec Les Filles is an innovative, forward-thinking fashion brand infused with Azria's spirit. It's also the first brand to think outside the rules of fashion, with a dynamic pricing model that's inclusive and allows everyone to "play together nicely."

"The line is really for everyone," Azria said. "Today, an 18-year-old dresses like a 30-year-old who dresses like a 60-year-old. It's really mixed."

The Avec Les Filles shops are designed to evoke a boutique environment, rather than the typical department store shop-in-shop. Pink walls, bathroom tiles and smoky glass hearken back to the seventies and eighties. Instead of traditional white pedestals, the black mannequins are positioned on marble steps. In place of a wall rod, there's a glass cube that can sit in the middle of the store or against the wall.

Azria, the former Creative Director for BCBGeneration, said, "We're launching faster than any brand I know... When you have the right partners in everything you do, then time is exponential. When everyone is working with deeper commitments, the impossible is possible."

Retail launch partner Macy's showed an early willingness to embrace the Avec Les Filles creative approach to design and pricing. "It's a nod to how forward-thinking they were to be the first people who will own a brand that's dynamic in pricing and authenticity," said Azria. "It's impressive to see merchants driving a big ship thinking about things so creatively."

To get the shops designed and built on schedule, Amanda Thevenot, Avec Les Filles' Director of Store Design and Visual Merchandising, reached out to idX Corporation, the global solution provider for consumer environment design, manufacturing, rollout and installation. Thevenot relied on idX for the launch and roll-out of BCBG's Lola division, and knew they would be able to deliver.

"We needed a partner who could help us launch and grow the brand successfully," Thevenot said. "My trust in idX from past experiences, along with their broad capabilities, customer focus and 'get-it-done' mentality made them an ideal partner."

Rather than put the shops out to bid, Avec Les Filles chose to put their faith in idX from the beginning. Four months after the first meeting between idX and the Avec Les Filles team, the first prototype fixtures were delivered. And less than four months after that, eight Macy's shops opened for business.

idX provided everything from engineering, value engineering, store planning and project management to freight, warehousing and installation. To fast-track the shop installation, idX consolidated and shipped all the shop components, including third-party elements like mannequins.

Following the launch of the Herald Square shop, Avec Les Filles will open in Macy's State Street (Chicago), Union Square (San Francisco) and South Coast Plaza (Los Angeles). Another 40 full shops and more than 100 front-line shops are in the works.

“One day, we’ll get into the retail footprint,” Azria said. “For now, we are extremely excited to be launching our apparel collection exclusively with Macy’s.”

#### About Avec Les Filles

Avec Les Filles (“with the girls” en Français) is a hybrid contemporary lifestyle brand with a playfully sophisticated, French aesthetic. Connecting an achievable price point and an aspirational design, Avec Les Filles is the manifestation of designer Joyce Azria’s experience and intuition about the complex millennial consumer. Launched in February 2017, Avec Les Filles offers women’s ready to wear, shoes, outerwear and fine jewelry and will be expanding into handbags, hosiery, contemporary jewelry and other categories in the next few months. The brand’s mission is to cut through the noise and provide positive inspiration and a grounding voice to the millennial woman. For more information please visit [aveclesfilles.com](http://aveclesfilles.com).

#### About idX Corporation

idX Corporation, the preeminent manufacturer of consumer environments, offers superior craftsmanship, comprehensive technical capabilities, world-class project management, and turn-key retail services -- the complete solution for the retail, hospitality, financial and permanent point-of-purchase markets. To meet the needs of global customers, idX has facilities and offices worldwide housing more than 3 million square feet of manufacturing and warehousing space, and nearly 1,500 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality and finance: Adidas, Anne Klein, Ascena Retail Group, Bank of America, Barnes & Noble Booksellers, Bed, Bath & Beyond, Belk, Blackhawk Network, Bose, Burberry, Calvin Klein, Clark's, Coach, Comerica, Costco, CVS, Dell, Dillard's, Disney, Dollar Tree, Dress Barn, Family Dollar, FedEx, Fifth Third Bank, Finish Line, Foot Locker Inc., Ford, GNC, H&M, Hibbett Sports, IMAX, JCPenney, JINs, J.Jill, John Deere, Jos. A Bank, Kate Spade, KFC, Kroger, Massage Envy, Men's Wearhouse, Michael Kors, New Balance, Nordstrom, Pandora, Payless Shoe Source, Pernod Ricard, Ralph Lauren, Ross Stores, Safeway, Samsung, Shoe Carnival, Sprint, Starbucks, Taco Bell, Ted Baker, Tesla Motors, Tiffany & Co., Tissot/Swatch, TJX Companies, Total Wine, Under Armour, Union Bank and Vera Bradley. For more information, visit [www.idxcorporation.com](http://www.idxcorporation.com).

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