



La Redoute



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## French e-merchants join forces to create "French Days", the French answer to Black Friday

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The major French e-commerce brands--Boulangier, Cdiscount, Fnac Darty, La Redoute, Rue du Commerce and Showroomprivé--have banded together to create "The French Days". This spring's first big sales promotion event, whose purpose is to develop French e-commerce, will be staged for the first time this year from April 17 to May 1<sup>st</sup>.

The well established success of Black Friday in November, which came to us from the United States, shows that French consumers appreciate special promotional activities in addition to the two traditional summer and winter sales campaigns. With "The French Days", the French-style Black Friday, the leading e-commerce firms also aim to offer a brand new customer experience, one that responds to French people's new modes of consumption and that familiarizes them even more with digital commerce.

The six leaders are inviting all of the e-merchants operating in France to join the "French Days" movement to contribute to their success, and to establish it as a recurring annual event people will look forward to.

"French Days" will be hosted by each e-merchant independently, according to its activities.

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