



La Redoute



showroomprive.com

**"THE FRENCH DAYS", from April 27 to May 1:
The 6 French e-commerce brands that initiated the event
are now joined by many new brands**

April 24, 2018

Since the announcement on April 19, the leading French e-commerce brands - **Boulangier, Cdiscount, Fnac Darty, La Redoute, Rue du Commerce and ShowroomPrivé** - that initiated "The French Days" event have received numerous requests from other players wishing to join the movement.

They point out that the opportunity to join the "French Days" movement, whose name they chose jointly, is open to all retailers who operate in France and would like to participate in this first major promotional event of the spring season, provided they comply with the strict requirement to register within the time limit, between April 27 and May 1, 2018.

The firms behind the movement are happy to now welcome the following brands, which, like them, want to offer a brand-new customer experience, one that responds to French people's new consumption habits and familiarizes them even more with digital commerce:

- Auto-ies
- Atlas for Men
- Auchan
- Beautéprivée
- Beaumanoir Group
- Beauty Success
- Brico Privé
- Carrefour
- Camaïeu
- Casino Drive
- Conforama
- Croquetteland
- Delamaison
- Franprix
- Géant Casino
- Kiabi
- Monoprix
- Nocibé
- PriceMinister
- Quitoque
- Sarenza
- Toys"R"Us

A dedicated website www.rejoindrelesfrenchdays.com has been created to centralize and quickly respond to requests to join.

Wednesday, April 25 will see the initial unveiling of promotional offers specific to each participating brand.

PRESS CONTACTS

Boulangier	Stéphane Prudhomme – +33 (0)6 01 41 12 02 - stephane.prudhomme@boulanger.com
Cdiscount	Elody Rustarucci – +33 (0)6 18 33 17 86 - directiondelacommunication@cdiscout.com Jennifer Loison- +33 (0)6 10 22 52 37 - cdiscout@agence-profile.com
Fnac Darty	Alexandre André – +33 (0)1 55 21 54 46 – alexandre.andre@fnacdarty.com
La Redoute	Catherine Desgrandchamps - +33 (0)6 47 72 46 11 - cdesgrandchamps@image7.fr , Caroline Simon – +33 (0)6 89 87 61 24 - caroline.simon@image7.fr
Rue du Commerce	Emilie Barrail - +33 (0)1.47.59.56.34 - ebarrail@webershandwick.com
Showroomprivé	Adeline Pastor - +33 (0)1 76 21 19 46 – adeline.pastor@showroomprive.net Anne-Charlotte Neau - +33 (0)1 83 97 41 48 - anne-charlotte.neau@taddeo.fr