

PREC
by ROOM
Muriel Plasex
IOUS

&

Premiere
Classe





PREMIERE CLASSE, the leading meeting point during Paris Fashion week, is really honored to welcome the famous curated event for High Jewelry designers,

Precious Room by Muriel Piaser.

**Premiere
Classe**

Precious Room by Muriel Piaser & Premiere Classe, an opportunity to :



Show how Fashion & Jewelry industry is stronger when we are together



Get more visibility and opportunities during PARIS FASHION WEEK for your global business and marketing development



Catch the attention of a New Audience and increase your sales meeting the most important French & International Fashion & Jewelry Retailers all in one place at one time



Meet an International Panel of Key Buyers, press and leaders opinion from the most distinguished fashion & jewelry industry players

PREMIERE CLASSE,

A PHYSICAL ADDRESS
TO SHOW THE BEST
OF THE INTERNATIONAL
CREATION





PRECIOUS ROOM by MURIEL PIASER,

THE MEETING PLACE FOR FINE JEWELRY AND HIGH JEWELRY AS THE MOST EXCLUSIVE AND INTIMATE PLACE FOR THE FASHION & FINE JEWELRY INDUSTRY

PLEASE FIND AFTER
SOME EXAMPLES OF
CURATED AREAS
WITHIN PREMIERE
CLASSE



SOUTH AFRICA OCTOBER 2018/ 12 DESIGNERS PRESENTING THEIR KNOW_HOW





1618 SUSTAINABLE LUXURY EVENT

OCTOBER 2019/

15 DESIGNERS AND SUSTAINABLE CONCEPTS





SUR MESURE PROJECT

PHYSICAL PRESENCE

COMMUNICATION

DIGITAL SERVICE

“SUR-MESURE” PROJECT

PHYSICAL PRESENCE

A SCENOGRAPHIC SPACE DEDICATED TO
« PRECIOUS ROOM by MURIEL PIASER »

A SHOWCASE FURNITURE (BLACK COLOR)
AND SECURE TO PRESENT YOUR
COLLECTION

A FREE ACCESS TO THE VIP OFFICE WHERE
TO MEET VIP BUYERS AND PRESS

MATCHMAKING ON SITE WITH VIP BUYERS

COMMUNICATION

PROMOTION WITHIN PREMIERE CLASSE'
COMMUNICATION TOOLS
(VISITORS GUIDE, VIP BOOK...)

EMAILING TO A SELECTED PANEL OF French &
INTERNATIONAL BUYERS

PRESS

ITW WITH FASHION JOURNALISTS OF THE
INTERNATIONAL PRESS

INVALUABLE EXPOSURE TO LEADING
PUBLICATIONS AND MAINSTREAM
MEDIAS & INFLUENCERS

DIGITAL SERVICE

TO RELAY YOUR
COMMUNICATION
CONTENTS
ON OUR WEBSITE AND
SOCIAL MEDIAS



GLOBAL BUSINESS DEVELOPMENT & FASHION
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