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## Best of France to take over Times Square in September

Very few in the new world already know Best of France, the largest event dedicated to promoting French products and savoir-faire. It is, after all, still in the young age: this year's edition, taking place from September 26th to 27th in New York's Times Square (and Broadway), will be the third one.

But, this year, Best of France dreams big!



*Childrenwear from Zannier will be visible in Times Square - IKKS*

According to Rod Kukurudz, co-president of this not-for-profit event, and manager of French Touch Events, no less than 200 French businesses, large and small, representing the French fashion know-how, as well as the beauty, art and culture, "French tech" and of course gastronomy sectors will be visible in Times Square.

A fashion show will also be organized during the two days of the exhibition, which will take place on a giant 15-meter runway. Spectators will also be able to observe make-up and hair styling activities in the backstage, thanks to the participation of L'Oréal Paris, YSL, Lancôme and Clarins, among others!

On the catwalk, sponsored by Galeries Lafayette, models will show creations from a selection of masculine, feminine and children brand, which list is yet to be finalized.

One thing is certain, Zannier will be there with its seven childrenwear brands: Gaultier Jr, IKKS, Tartine & Chocolat, Catimini, 3 Pommès, Lili Gaufrette and Jean Bourget. Solstiss and young stylist Sophie Theallet, which customers include Michelle Obama, will also be on stage.

Best of France is not only a large communication event. It is also a formidable opportunity for participants to network and initiate B-to-B relations with potential customers.

French companies interested in the North American market will benefit from the experience of Paul Bensabat, chairman of the North American Committee of the Foreign Trade Advisors, who is also one of the main organizers of the exhibition.

The exhibition, which is exclusively funded through private sponsorship, will however be officially launched by Laurent Fabius, the French Ministry of Foreign Affairs.

By [Jean-Paul Leroy](#)

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