

BEST OF FRANCE NEW YORK

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Best of France to take over Times Square in September, the largest event dedicated to promoting French products and savoir-faire. From September 26th to 27th in New York's Times Square (and Broadway).

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 NY.

A fashion show will also be organized during the two days of the exhibition, which will take place on a giant 15-meter runway. 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.

This is also a formidable opportunity for participants to network and initiate B-to-B relations with potential customers.

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