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French Wink

Adopt the French Attitude

Adopt the French Attitude!

[B2B COMPANIES](#), [FRENCH WINK AT BEST OF FRANCE](#), [I LOVE FRANCE](#)

By [French Wink](#)

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When we talk about French attitude, we are talking about this new generation of French entrepreneurs who want to grow their business and make money with values: by being creative and respectful towards the planet, the humanity, their consumers, their partners. Being transparent and honest cost money: quality of materials, expertise of workforce.

Add a will to be international and it seems impossible for every French creative companies, even flourish, even labelled as French Living Heritage. So what's new? What's the solution? SHARING, COLLABORATING.

This is what we do at French Wink. We are a community of creators, enhancing French savoir-faire in the United States: collective actions and sharing economy has the basis of our strategy. Thus, last week-end, we were at Best of France, side by side with luxury brands such as Clarins, Saint James, Belcurves,...

We offered you high-end made in France products and services.

FW at Best of France 2015 : The French attitude was adopted !

At Best of France 2015, we unveiled the first Pop Up store or 'collaborative concept store' as we like to call it at French Wink.





The flow was constant and people were curious and excited to discover our booth. Bystanders found our stand really welcoming, one of the best stands on the entire salon. That is the result of a lot of work and also the result of a synergy : different brands, different people working next to each other but also with each other.

We didn't offer you a regular booth but a real idea of our concept store. Very challenging to show you in 100 square feet, what you can buy online in our Eshop. 14 French creative brands offering arts, fashion items, beauty accessories, ebooks, design and home décor...

People were able to buy a quality pair of socks, a beautiful cashmere sweater as well as an ebook in the same shop, but don't worry too much if you missed the show you can go find our products online by clicking [here](http://www.frenchwink.com/adopt-the-french-attitude/).





An event like Best of France is great because it brings opportunities. French Wink wants to help you find these opportunities all year round. This is why one of our characteristics and particularity is to support and assist your brand, to offer the service that your company needs and to customize our proposition. The collaborative aspect of our company is primordial for us, but ponctually we can also work on individual events if you feel that your brand might need it. You'll find in our [B2b center](#) all of our trustfull partners that are able (if we are not) to help you.

SHARING - COLLABORATING - these are the keys of success. Stronger together. See the growth of same model in different fields, blablacar, French founders...

Adopt the French attitude!

We are already working on our next pop up, stay tune and thanks to follow us.

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BY FRENCH WINK



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French Wink presents its concept store at Best of France

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FRENCH WINK AT BEST OF FRANCE

DEAL OF THE MONTH

SEPT. 26th & 27th, 2015
FINES SQUARE, NYC
500,000 visitors expected!

→ **BEST OF FRANCE** →

Cost and transportation shared and handled from FRANCE to the U.S.
Part of the Fin space in the LIFESTYLE area of the BEST OF FRANCE.
Storage before and after the show to one million events around the U.S.

Logo de French Wink

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WABAZINE

Is part of the 1st anniversary of French creators in the U.S.

E-shop with personalized brand page

Business assistance thanks to strategic partnerships.

UPCOMING EVENTS

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Adopt the French Attitude

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