

Tranoï Paris

Spring–Summer 27 Sales Campaign

Four days on the Carrousel floor to convert the SS27 collection into confirmed wholesale — a disciplined, appointment-led stand built around the archive rail, the objets cabinet, and a quiet room to close.



FIG. 01 – Concept visual, indicative dressing & lighting

SHOW	DATES	VENUE	STAND	CITY
Tranoï Paris	2–5 Oct 2026	Carrousel du Louvre	Salle Delorme · D-42	Paris, FR

OBJECTIVES

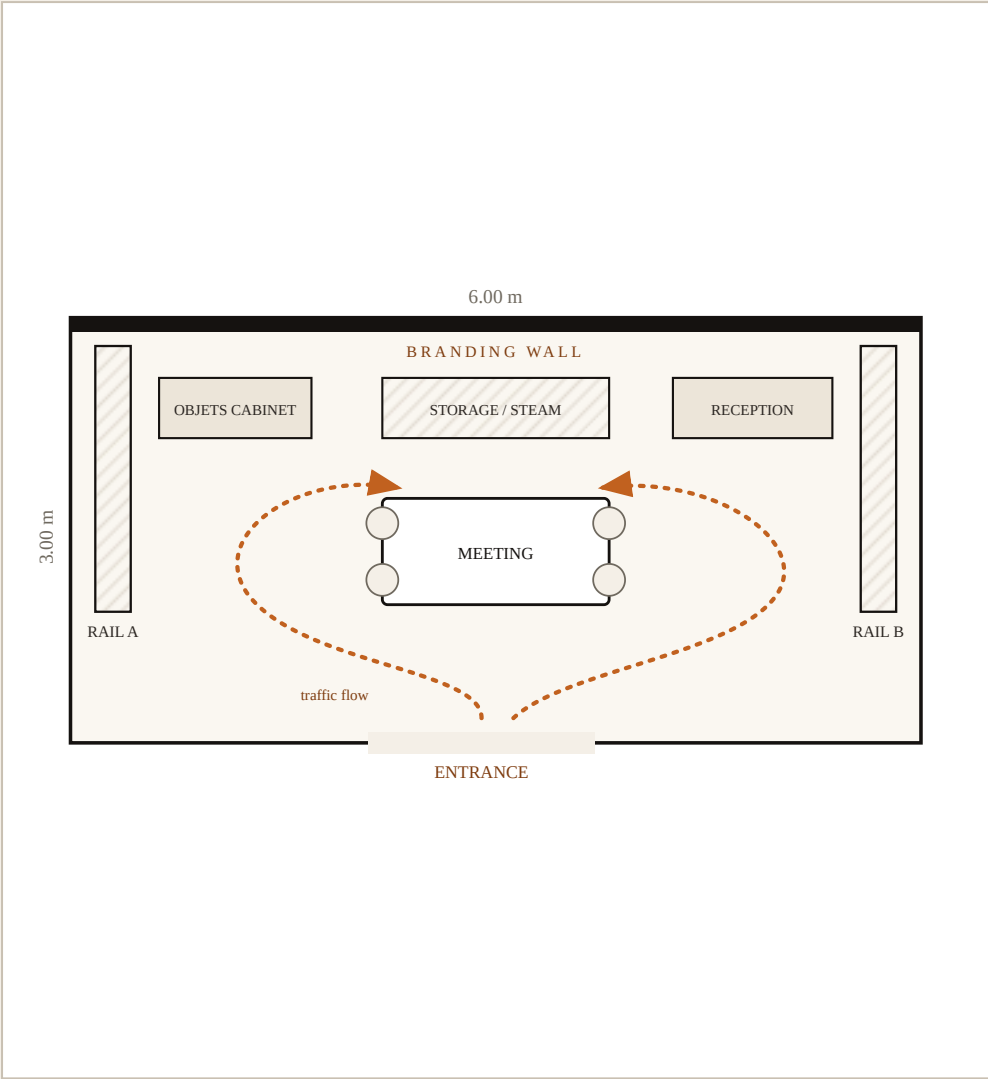
- 01 Open 15 net-new stockist doors in priority markets.
- 02 Re-order the top 20 key accounts on SS27 core.
- 03 Land 3 confirmed press features around the objets line.
- 04 Hold sell-in discipline — no margin-eroding discounting.

KEY PERFORMANCE INDICATORS

ORDERS TARGET	APPOINTMENTS	NEW ACCOUNTS	PRESS MEETS
€420k	60	15	12
wholesale, net	buyer slots booked	net-new doors	editor sit-downs

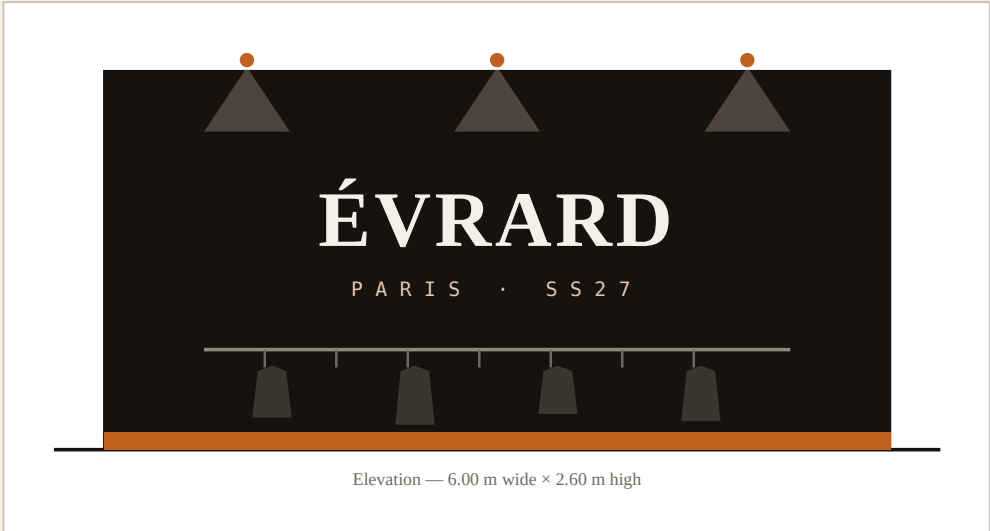
Booth Plan & Branding Wall

FIG. 02 – FLOOR PLAN, TOP-DOWN



■ traffic flow ■ rails & storage □ meeting / reception

FIG. 03 – BRANDING WALL ELEVATION, FRONT



DRESSING REFERENCE

PALETTE & FINISH

- Ink matte – wall
- Sienna – accent reveal
- Paper – floor + plinth

Brushed steel rails · warm
2700K track

Rail Plan · Staffing · Appointments

RAIL PLAN — 80 PIECES ACROSS 5 RAILS

RAIL	CATEGORY	DETAIL	PCS	PRICE BAND	LOCATION
R1	SS27 Tailoring	Core suiting, blazers	18	€290–€620	Front left, hero
R2	Fluid Dresses	Bias & column	16	€240–€480	Front right
R3	Knitwear	Merino & alpaca	14	€180–€360	Mid left
R4	Outerwear	Trench, wool coats	10	€420–€890	Mid right
R5	Objets & Leather	Bags, belts, small	22	€90–€340	Cabinet
Total on stand			80	Core 62 · Objets 18	

LOOK-BOOK & LINE-SHEET

Digital line-sheet on two iPads at reception; 40 printed line-sheets and 12 hard-copy look-books held in storage.
QR to wholesale portal on every rail tag.

STAFFING ROTA — ON STAND (●) / OFF (○)

ROLE	FRI 2	SAT 3	SUN 4	MON 5
Sales — Camille	●	●	●	●
Sales — Yannick	●	●	●	○
Founder — L. Évrard	●	●	○	●
Press / PR — Noor	●	●	●	○
Studio — Théo	○	●	●	●

APPOINTMENTS — SAT 3 OCT (PEAK DAY)

09:30	Le Bon Marché	RE-ORDER
10:30	Ssense (CA)	NEW DOOR
11:30	Isetan (JP)	OBJETS
14:00	Vogue Business	PRESS
15:00	Antonioli (IT)	NEW DOOR
16:30	Boon the Shop	RE-ORDER

60
slots / 4 days

80%
pre-booked

20%
walk-in hold

Logistics & Budget

BUILD & BREAKDOWN SCHEDULE

DAY	WINDOW	TASK	OWNER
Wed 30 Sep	08:00–18:00	Freight arrival · structure build	Contractor
Thu 1 Oct	08:00–14:00	Wall skin · lighting · rails hung	Contractor + Studio
Thu 1 Oct	14:00–19:00	Dress rails · steam · merchandising	Studio
Fri 2 Oct	07:30–09:30	Final dress · AV check · brief	Full team
Mon 5 Oct	18:00–22:00	Breakdown · repack · freight out	Contractor + Studio

SHIPPING

2 wardrobe crates · 180 kg
1 objets flight-case · 40 kg
Carrier: bonded, door-to-stand
Depart studio: Mon 28 Sep

POWER / AV

1× 3 kW single-phase drop
Track lighting · 2700K warm
2× iPad line-sheet + charge
Wi-Fi: venue managed, backup MiFi

CAMPAIGN BUDGET — ALL-IN (EUR)

LINE ITEM	DETAIL	AMOUNT
Space & registration	Stand fee 18 m² + exhibitor pass	€9,600
Build & fit-out	Walls, flooring, rails, contractor	€7,400
Lighting & AV	Track lighting, 2 iPads, screen	€1,850
Freight & logistics	Round-trip samples + stand crates	€2,300
Print & collateral	Look-books, line-sheets, tags	€1,150
Travel & per diem	4 staff × 5 nights, Paris	€6,800
Hospitality	Coffee cart, catering, flowers	€1,200
Contingency	10% buffer	€3,020
Total campaign spend		€33,320

7.9%

spend ÷ €420k target

€555

cost per appointment

Approved by Finance 12 Aug. PO issued to contractor; deposits paid, balance on breakdown.

Pre-show & Follow-up Checklist

Before – by open, Fri 2 Oct 09:00

☐	Confirm 60 appointments; send calendar holds	SALES
☐	Print & QC 12 look-books, 40 line-sheets	STUDIO
☐	Load digital line-sheet + wholesale portal on iPads	STUDIO
☐	Steam & tag all 80 pieces; spare tags to storage	STUDIO
☐	Brief team on pricing, MOQ, terms, no-discount line	FOUNDER
☐	Press list finalised; samples reserved for shoots	PR
☐	Freight tracked to bonded delivery; insurance active	OPS
☐	Stand snag-list walk at 09:00 open	FULL TEAM

After – within 1 week of close

☐	Enter all orders to system within 48 h	SALES
☐	Send thank-you + line-sheet to every appointment	SALES
☐	Chase 15 new-door prospects with terms sheet	SALES
☐	Circulate press coverage + secure 3 feature dates	PR
☐	Reconcile budget vs actual; flag overruns	OPS
☐	Debrief: win/loss by market, rail sell-through	FOUNDER
☐	Return / redistribute samples; log objets stock	STUDIO
☐	Update CRM; schedule pre-production for confirmed	OPS