

Paris, 12<sup>th</sup> December 2022

## ANNOUNCEMENT

### **To provide its department store members a leading edge in brand discovery and curation, the IADS signs a strategic partnership with The Style Pulse, a B2B platform operated by Lambert+Associates.**

**The IADS regularly takes stock of retail trends through a series of product category workshops organised with its members' buying teams. To further support department stores in their offer curation, a strategic partnership has been established with The Style Pulse, providing IADS members exclusive access to the best independent labels, and confirming the unique status of the IADS in the world of retail associations.**

Initiated in 2020, the transformative upgrade of the IADS is now taking a new dimension through the partnership signed with Lambert+Associates and their digital venture, The Style Pulse, to provide department store members with a competitive advantage in terms of brand sourcing and merchandising insights.

Department stores' ability to identify emerging labels is more crucial now than ever to better serve information-rich customers who are hungry for the latest trends and are able to scout every sales channel. The Style Pulse, with its international reach, expert team, and close relationship with brands, is the perfect hub to provide IADS members with a rich, efficient and time-saving solution to help them focus on curation and uniqueness. The six categories covered by The Style Pulse (Women Fashion, Accessories, Men Fashion, Lifestyle, Beauty and soon Kids) represent the core department store businesses and the information provided will prove invaluable to the category buyers, enabling them to closely follow the trends.

In addition to granting access to the "Style Pulse Pro" exclusive features to IADS members, both IADS and The Style Pulse teams will be working together to provide department store members exclusive made-to-measure support, answering a growing need. Since November 2020, IADS members can ask operational questions to the Association, and as a result brand-related requests represented 25% of the IADS activity in 2022, up from 12% in 2021.

The Style Pulse partnership comes as the latest element completing a one-of-a-kind palette of services that makes the IADS truly stand apart in the world of global retail associations.

#### **About The Style Pulse**

The Style Pulse is a curated B2B sourcing solution, empowering retailers to access the best independent labels across fashion and lifestyle globally. They help members cut through the noise and discover quality brands, all in one place and with all the requisite information to make informed decisions that add value to their business. To protect brands, the service is by invitation only.

The Style Pulse is backed by leading retail consultancy Lambert+Associates. Prior to its commercial roll out, The Style Pulse was born as an internal resource that proved invaluable to the Lambert team. Current and past partners include Attica (Greece), Neiman Marcus & Bergdorf Goodman (USA), Art Haus (Taiwan), Dubai Mall (UAE), Bloomingdales (UAE), Harvey Nichols, Rainbow Wave & John Lewis (UK) and others.

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#### **About Lambert+Associates**

Lambert + Associates is a leading retail consultancy that helps brands and retailers to flourish in today's global marketplace. With over 40 years of experience in the fashion and luxury industry, they work with their clients to address the challenges that they are facing today, to build solutions for the future.

Trusted present and past partners include Neiman Marcus & Bergdorf Goodman (USA), Fenwick & Harvey Nichols (UK), Luxemporium (PRC), Lane Crawford (PRC), Holt Renfrew (Canada), Dubai Mall (UAE), among others.

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#### **About IADS**

The IADS is the most exclusive and oldest professional department store think tank in the world. Its uniqueness lies in the close relationship between its member CEOs and organisations, making it a very powerful asset for decision-making at the highest level. Founded in 1928, today the Association gathers leading department stores around the world, all key players on their respective markets, and represents more than €26bn cumulated annual turnover, achieved through more than 360 stores with 190,000 associates in 19 countries.

Its permanent members include Centro Beco (Venezuela), Beijing Hualian Group (PRC), Breuninger (Germany), El Corte Inglés (Spain), El Palacio de Hierro (Mexico), Galeries Lafayette (France), Lifestyle International Holding (Hong Kong), Magasin du Nord (Denmark), Manor (Switzerland), SM (Philippines) and close ties are also knitted with other companies.

The wide variety of business models and cultures represented provide the Association and its members with a richness in the exchange which is valuable for the solutions and thought-provoking debates that it generates. The Association is also very close to its members' business questions and issues and actively contributes to problem-solving processes, which makes it a truly unique format in the retail association world.

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