

Press Release

Paris, January 25th 2017

L'OFFICIEL.COM
THE NEW MEDIA LAUNCHED BY JALOU MEDIA GROUP

January 25th 2017: launching of L'OFFICIEL.COM, the new digital platform of Jalou Media Group, developed in France, Italy, Holland, Switzerland, Brazil, Turkey and followed by 9 other countries the next trimester. L'OFFICIEL.COM, the first global digital network dedicated to lifestyle.

AN INTERNATIONAL NETWORK

Already internationally recognized thanks to the brand L'Officiel (international editions in 32 countries), Jalou Media Group has developed LOFFICIEL.COM as an international lifestyle network.

For the first time, a press group has created its own innovative and proprietary technology, which allows the convergence of the international editors in order to gather and exchange the digital content from 15 different countries.

An unseen back-office offers to each country the possibility to share and multiply the content and productions via a common Cloud. All international content is shared, pre-translated and re-edited locally in real time.

Benjamin Eymère, CEO of Jalou Media Group:

LOFFICIEL.COM is the first global lifestyle network.

It's a virtual worldwide newsroom with lifestyle journalists from all around the world, experts in women's fashion, men's fashion, contemporary art, food, jewellery, watches, hotels, beauty...

All the contents are shared among editors and published on local broadcasting assets.

This content cloud will produce over 30 000 high-end lifestyle contents per year and is from its birth the main asset of our network.

A GLOBAL LIFESTYLE PLATFORM

Benefiting from Jalou Media Group's fields of expertise (fashion, beauty, travel, food, art, style, culture...) and from the different satellites of L'Officiel brand (L'Officiel, L'Officiel Hommes, L'Officiel Voyages, L'Officiel Art, L'Officiel 1000 Modèles...), LOFFICIEL.COM becomes a true global lifestyle website.

In every country, LOFFICIEL.COM organizes its own newsroom. Each newsroom leans on the convergence of the print and digital editorial teams, on dedicated experts, on a network of influencers acting as ambassadors of our brand, who have been selected by their community and their field of competence.

Emmanuel Rubin, Editorial Director of Jalou Media Group:

Since lifestyle embodies nowadays a virtuous globalization, the public expects and demands internationally developed content. LOFFICIEL.COM aims to respond to this need, becoming the reference website.

CNN has globalized the information in the 80s. By picking up its principle of an international network, LOFFICIEL.COM wants to impose itself, offering to its users and partners a source of lifestyle information, enriched by an exclusive offering and across numerous networks.

A RESPONSIVE INTERFACE

In order to deliver a global unified brand image, LOFFICIEL.COM has a new layout, common to all international websites. All content is edited and available in different formats (articles, video, shop, podcast, diaporama) as well as live stream in order to share directly exclusive content.

Maria Cecilia Andretta, Deputy CEO of Jalou Media Group:

More than 500 journalists and contributors feed every day the common Cloud, where the content, in all its different formats, travels across the different countries.

A new common editorial and artistic line, live through a simple and intuitive layout, with a cross device approach, in which image has an important role and navigation of contents is made available directly from the home page.

This is a crucial move for Jalou Media Group in order to consolidate its global, unified and cross media network online.

In 2017, LOFFICIEL.COM is going to extend itself with a few technological innovations in order to optimise the ambition of a website 100% adaptable.

LOFFICIEL.COM was created under the Creative Direction of Matteo Piccolomini.

The viewing and diffusion of contents are conceived on the principle of on demand, which allows the user to become a true actor of the website.

ABOUT JALOU MEDIA GROUP

Jalou Media Group is a family owned media group based in Paris, the International fashion capital, for more than 90 years.

Presided by Marie-Jose Jalou, the group is entirely controlled by the Jalou family. With 10 magazines (L'Officiel, Jalouse, L'Optimum, l'Officiel Hommes, L'Officiel Art, L'Officiel Voyage, La Revue des Montres, L'Officiel 1000 Modèles, L'Officiel Shopping and L'Officiel 1000 Modèles Design, Jalou Media Group is present in more than 80

countries, with more than 60 international editions.

www.jaloumediagroup.com