

INDITEX presents its Digital Suyt Box **in France at ESMOD Paris**

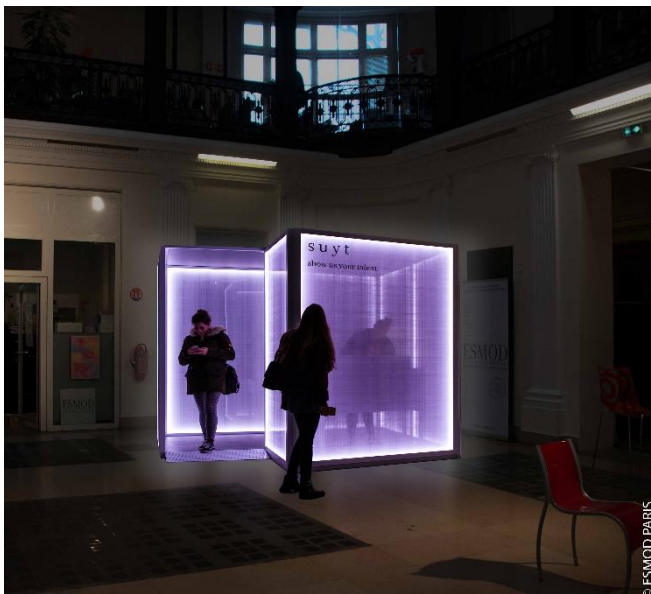
Press release – February 20th 2017

SUYT, a device developed by the Spanish fashion Group INDITEX (owner of Zara, Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home and Uterqüe), offers a new and unique experience to young fashion designers. The idea is simple: in a 9m² glass box, designer has 10 minutes to create the concept of a collection by using only a dispositive with exclusive intuitive software that controls the atmosphere of the box (lighting and music) depending on the designer's taste. Inspiration, sketches, fabrics... this creative challenge is an awesome way to spot tomorrow's talents.

Thanks to its long time partnership with INDITEX Group, ESMOD Paris has been chosen as the first French school to test this high-tech device that reinforces ESMOD's will to bring innovation in its teaching methods.

From February 23rd to March 10th, ESMOD Paris will host the Digital Suyt Box in its headquarters located at 12, rue de la Rochefoucauld (75009 Paris) and will allow its students and alumni to show their talents in the box for 10 minutes. In addition to this, the ESMOD x INDITEX recruitment session will take place on March 7th in the school. For 11 years, this event has been an opportunity for ESMOD alumni to enhance their career in the group's headquarters in Spain.

The INDITEX Digital Suyt Box will be presented to general public during ESMOD Paris open day, on Saturday February 25th from 2:00pm to 5:30pm.



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