



## Emakina Group and Air Paris start strategic global partnership

*Alliance creates branding and digital power house for Europe, US and Asia*

**Brussels, Paris, New York, Shanghai, 29 September, 11.00 CET - Today Emakina Group and Air Paris announced their global strategic partnership. The deal creates a powerhouse, uniting Emakina's strength as a leading European full-service digital agency group and Air Paris' international expertise in strategy, development and communication for luxury and beauty brands.**

With this move the partners extend their geographic reach while combining their expertise and delivery strengths locally in Europe, the US and Asia. The collaboration is designed to offer even more effective, powerful and comprehensive solutions internationally, to broaden the client base of both companies and to create synergies based on their respective areas of expertise.

### **Two respected groups unite their strengths**

Emakina and Air Paris share a passion for excellence in creating brand experiences that integrate detailed knowledge of end consumers and local markets. After working together successfully for a long period on several accounts, this partnership is a logical new step in the partners' collaboration.

[Emakina Group](#) offers state-of-the-art digital marketing and communication services that build user equity - the key to successful digital transformation. Its 700 experts in 8 European countries deliver delightful websites, e-commerce, applications and communication campaigns for leading domestic and multinational clients.

[Air Paris](#) was born when brand development experts and creative visionaries of the advertising world came together to create brand and communication platforms for major names in luxury and beauty products, operating from Paris, New York and Shanghai.

**Dimitri Katsachnias**, CEO of Air Paris Group said: 'We believe that the combination of expertise of Emakina and Air Paris immediately creates a comprehensive and unique offering for all our international customers. We truly look forward to this partnership. It opens up global development synergies and grows in a spirit of respect for brands, excellence and independence.'

**Brice Le Blévenec**, CEO of Emakina Group adds: This is a new important step in our journey to offer outstanding marketing services to our clients worldwide. Our partnership with Air Paris adds fabulous branding and marketing knowledge to our global partner network; our combined expertise and capabilities are exceptionally attractive to international clients with ambitious plans in the world's top economies.

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**EMAKINA**

**EMAKINA**

**Luc Malcorps**

Director of Media relations

[Lma@emakina.com](mailto:Lma@emakina.com)

+32 475 59 44 56

### **About Emakina Group**

**Emakina Group (ALEMK:BB) ranks among the top three independent full-service digital agency groups in Europe.**

Emakina Group agencies offer cutting-edge digital marketing services to leading domestic and multinational clients focusing on creating outstanding user experiences for their customers, employees and partners.

**Happy users make successful brands.** Seven hundred experts working from 15 offices in eight European countries deliver delightful websites, e-commerce, applications and communication campaigns that build user equity, the key to a successful digital transformation.

The Emakina Group reported sales of EUR 70.3 million in 2015 and is listed on Alternext of Euronext Brussels ([ALEMK:BB](https://www.euronext.com/brussels/stock/ALEMK:BB) - ISIN: BE0003843605).

[www.emakina.com](http://www.emakina.com)



### **About Air Paris**

Air Paris is one of the few independent players of international renown, recognized for its strategic expertise and creativity in the fields of fashion, beauty, accessories, perfume, jewelry and fine foods. From its full-service offices in Paris, New York and Shanghai, it intervenes during all stages of the creation and communication of high value-added brands: strategy, brand concept, visual identity, creative advertising, digital and social ecosystem, packaging, point of sale.

**Air Paris** clients include Longchamp, Estee Lauder, Clarins, Elizabeth Arden, Eric Bompard, Coty Group, Guess, Acqua do Parma, Boucheron, Bioderma, Dior, Falke, Ferragamo, Swarovski, Folli Follie, Fred, Gianfranco Ferré, Guerlain, Juicy Couture, Kenzo, Lancôme, Moët & Chandon, Rado, Valentino and others as well as celebrity brands like David Beckham, Halle Berry, Kate Moss, Kylie Minogue, Heidi Klum, and Enrique Iglesias.

[www.airparis.fr](http://www.airparis.fr)