



PRESS RELEASE

Paris, May 11, 2020, 12:01am. ETX studio: Jean-Charles de Castelbajac is the first guest of the Restart editorial campaign #TheBestIsYetToCome, created by Paris Modes Insider.

Paris Modes Insider, THE fashion and luxury video news feed from ETX studio, is launching and rolling out #LeMeilleurEstDevant #TheBestIsYetToCome, a series of 2-minute mini-interviews with the participation of many fashion industry personalities.

Paris Modes first garnered attention as the famous insider fashion and luxury TV program on French channel Paris Première. ETX Studio (formerly Relaxnews press agency) bought the structure from Marie-Christiane Marek in 2010 to strengthen its production of content in this sector.

For this exclusive series, many emblematic French and international figures of fashion and luxury (designers, managers, models...) will evoke their vision of the world of tomorrow, in echo of Jean-Paul Gaultier's latest manifesto, which has inspired #TheBestIsYetToCome.

To launch this initiative of regeneration, Jean-Charles de Castelbajac, the French fashion designer and artist who embodies this optimistic mindset, will be the first participant in the series. The designer filmed himself during the lockdown answering a few questions about the world of fashion and luxury, an interview that will be available to the general public at 12:01am this Monday on the major social networks (Instagram, Facebook, Twitter, LinkedIn...)

#TheBestIsYetToCome will be broadcast daily at noon on social networks and via the Paris Modes Insider news video feed already distributed globally by AFP.

Jérôme Doncieux, co-founder and President of ETX Studio, states, "I am very proud that Paris Modes Insider is sharing the creative energy of fashion and luxury players with as many people as possible to boost their 'Restart' after lockdown and support their transformation towards ever Better, but Differently and Less, our agency's motto."

In the words of Catherine Krokos Leroy, President of Paris Modes Insider, "We are delighted that, through this series, Paris Modes Insider is concentrating the enthusiasm and energy that drives top fashion and luxury professionals faced with the challenge of transformation. More than ever, Paris Modes Insider is standing by all the players of this industry at the heart of the extraordinary."

About ETX Studio

The new name of Relaxnews, which was founded in 2000 by Jérôme and Pierre Doncieux, ETX Studio is a press agency that intends to become the leader of the Editorial Transformative Xperience. The teams - made up of journalists, strategists, creative producers, and digital technologists - offer media and brands a full-service offering that combines strategic consulting, content production, editorial outsourcing, and innovative technologies. ETX Studio proudly serves the biggest brands and media – Groupe ADP (the Paris Airports), Elle, Marie France, L'Express, Renault, Citroën, BNP PARIBAS... – with which the agency promotes strategic, editorial, and technological innovation.

ETX Studio has been a partner of AFP since 2004, a member of the French Federation of Press Agencies, IPTC and ONA in the USA. The company is chaired by Jérôme Doncieux, and Laurent Guimier was appointed VP Chief Content Officer in January 2020.

www.etxstudio.com - www.myeditorializer.com - @Relaxnews

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