



Press Release – New Campaign

The furniture industry chooses Hopscotch Sopexa

At Milan Design Week from April 15 to 21, 2024, L'Ameublement Français and FRENCH DESIGN are flying their new flag.

Paris, April 11, 2024 - Communications consultancy **Hopscotch Sopexa** has been selected to support the French furniture industry in its **international outreach strategy**, following a call for tender initiated by **CODIFAB** (Professional Committee for the Development of French Furniture and Wood Industries), **L'Ameublement français**, the trade organization for the manufacture of furniture and the design of living spaces, and **FRENCH DESIGN**, promoters of innovation in furniture and interior design.

Won thanks to collaborative work between Hopscotch Sopexa France, Hopscotch Sopexa Italy and Hopscotch Event, this new partnership illustrates the **agency's expertise in the art of living** and its ability to coordinate campaigns across several markets thanks to its **international network** and knowledge of **local cultures**. The agency is overseeing **creative strategy**, as well as **operational deployment** for Milan Design Week, particularly **in relation to press**.

The aim is to raise the profile of the industry by bringing together all the sectors involved in French furniture under a **common communications banner**. The ambition is to create a strong visibility lever to engage international audiences and generate export business, notably during collective actions led by Ameublement Français and FRENCH DESIGN.



Hopscotch Sopexa has developed a **creative concept and a territory of expression** defining the tone and image of the furniture industry for its collective international statements. The **"French Living in Motion"** creative

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concept embodies an identity conveying the message that art of living is in motion, reflecting of French innovation, the sustainability of its production, and its creativity.

Put into practice by Hopscotch Sopexa via international communications tools and speech guidelines, this **new communications banner will be flaunted for the first time at Milan Design Week** from April 15 to 21, 2024, a key event in the world of furnishings and design. For this first deployment, it will represent French Furnishings and **FRENCH DESIGN** at **the event, in brand showrooms, and at exhibitions** in Milan.

Hopscotch Sopexa is also in charge of **press relations for the "French Living in Motion" itinerary** at the Milan event, including management of the press office. The agency is also responsible for organizing **Press Day and the opening cocktail for the Monolithes exhibition**, inviting visitors on a sensory and immersive journey into the world of decorative arts and high-quality French craftsmanship.

About Hopscotch Sopexa

HOPSCOTCH SOPEXA is an international Food, Beverage & Lifestyle communications agency whose multicultural teams have embodied the "think global, act local" adage for over 60 years.

HOPSCOTCH SOPEXA is a HOPSCOTCH GROUPE agency. Together they form an international integrated network composed of more than 30 offices worldwide with a reach in all five continents.

HOPSCOTCH SOPEXA spans a global network of 250 experts of 30+ nationalities, who put together their know-how and network to develop and execute communications strategies for local authorities, institutions, companies, and brands. Its unique value proposition encompasses the full communication suite, from planning and editorialization to campaigns, activations, amplification, and performance measurement adapted to each market.

The agency is also a leader in campaigns co-financed by Europe, with more than 400 campaigns under its belt since 2012.

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