

Innovation Agency FABERNOVEL Opens New York



[FABERNOVEL](#) expands its American presence with the opening of an office in New York dedicated to supporting major international groups on all digital strategies.

New York: The Next Horizon for FABERNOVEL GROUP.

Global Innovation agency [FABERNOVEL](#) announced the launch of a New York office. The decision follows outstanding growth in FABERNOVEL's San Francisco office, which opened in 2007. With 25% of FABERNOVEL Group's revenue generated internationally, the agency is setting its sights on the New York market to better serve its international clients including LVMH, Kering, and Shiseido, and to support the startup ecosystem.

"We're expanding to New York for 3 reasons," says Stéphane Distinguin, CEO FABERNOVEL Group. "First, to continue to offer the best access to innovation ecosystems to our French customers. Second, to bring our expertise in strategy and digital performance to American brands. Finally, because New York is a wonderful opportunity for the FABERNOVEL Group to continue its growth from 15 million net revenue in 2015 to 50 million in 2018."

FABERNOVEL's New York office will be headed by LaShāda Di Cosmo, who has experience in leading marketing, sales, e-commerce, and digital strategies with several Fortune 500 companies to include L'Oreal USA, PepsiCo, and Unilever. LaShāda will be responsible for developing the activities of the FABERNOVEL's brands in New York and across the US.

"With substantial contracts secured, such as our partnership with the cosmetics leader Shiseido, opening offices and hiring a New York team was the obvious next step in our

international expansion," says Dominique Piotet, CEO of FABERNOVEL US. The recently launched [Shiseido + Digital Academy](#) program is a large-scale initiative to develop digital leadership across Shiseido Group's international brands, with an emphasis on a consumer-centric, forward-looking approach to digital skills.

Alongside customized Digital Academies, FABERNOVEL's US offerings include Learning Expeditions in Silicon Valley and other innovation ecosystems, and Innovation Outposts that connect the leaders of industry to cutting-edge innovation in Silicon Valley and around the globe. "With San Francisco and now New York, we strengthen our ability to understand the US market," says Piotet. "We're really building upon the bridges we have created between these two major centers of global innovation."

FABERNOVEL DATA & MEDIA: at the forefront of digital performance.

[FABERNOVEL DATA & MEDIA](#) will also sit in the New York office. FABERNOVEL DATA & MEDIA is a digital performance agency by FABERNOVEL group. Founded in 2013 by ex-Googlers Yassine Belfkih and Kevin Gentil-Cantin, FABERNOVEL DATA & MEDIA emphasizes contextual performance, a unique approach that breaks down silos across a variety of channels to focus on the audience as a whole. Using these strategies, FABERNOVEL DATA & MEDIA unleashes performance for its customers, implementing innovative solutions for traffic acquisition and data processing & analysis.

The expansion of FABERNOVEL DATA & MEDIA's offerings in the US is being led by Pierre Putois, previously of Google, who joined the agency two years ago as Director of Digital Performance & Innovation.

About FABERNOVEL

Founded in 2003, FABERNOVEL is a global innovation agency that helps its clients redesign their organizations to lead in the Network Economy. With a customer-centric approach, FABERNOVEL designs and tests products and services, and implements innovation strategies.

FABERNOVEL's comprehensive range of services range from training to the development of mobile applications and websites, from the design and prototyping of new products and services to the optimization of search and media acquisition. FABERNOVEL also owns and manages the PARISOMA co-working space in San Francisco. Enmeshed in a diverse global innovation ecosystem through its presence in San Francisco, New York, Paris, Hong Kong, and Lisbon, FABERNOVEL fosters meaningful connections between large corporations, start-ups, innovators, and digital experts.

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