

# *la belle vie !*

PARTNERS JOURNAL  
FRENCH TOUCH 2024



LET'S  
CELEBRATE  
A PREMIERE!

18.10.2024

OBECNÍ DŮM

PRAGUE

*French  
touch*  
la belle vie !



# 2024

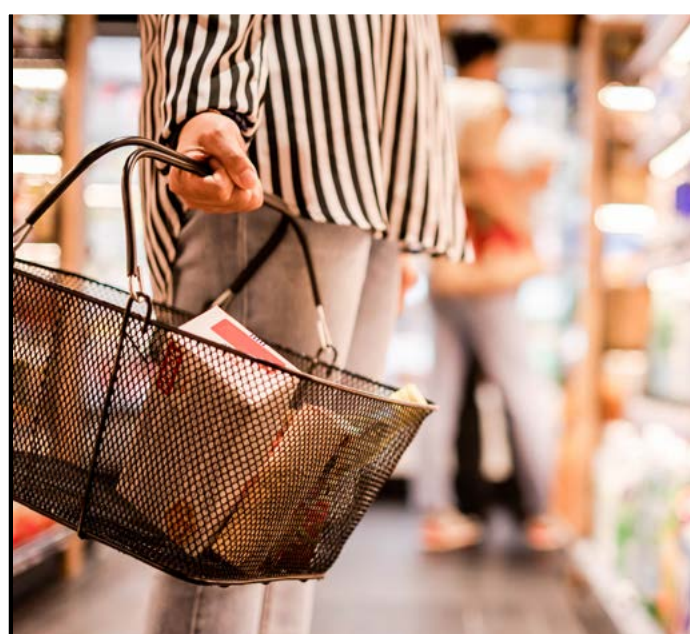
## A new era begins!

TEN YEARS OF EXCELLENCE, EXCHANGES, AMBITIOUS ACHIEVEMENTS, FRUITFUL PARTNERSHIPS. TEN YEARS OF WITNESSING AN IDEA BLOSSOM THAT INITIALLY SEEMED SO IDEALISTIC: CELEBRATING THE FRANCO-CZECH FRIENDSHIP.

By sharing our cultures, and showcasing our talents, we have created an unprecedented event, both cultural, commercial, media-driven, and now unparalleled. To mark this symbolic milestone of our 10 years in Poland and inaugurate this new adventure in Prague, we envision an exceptional edition in the truest sense of the word.

With prestigious guests, surprises at every corner, and a special emphasis on digital. Of course, a gala concert will crown this memorable day, eagerly awaited by all.

# 2024 WILL BE AN AMAZING VINTAGE!



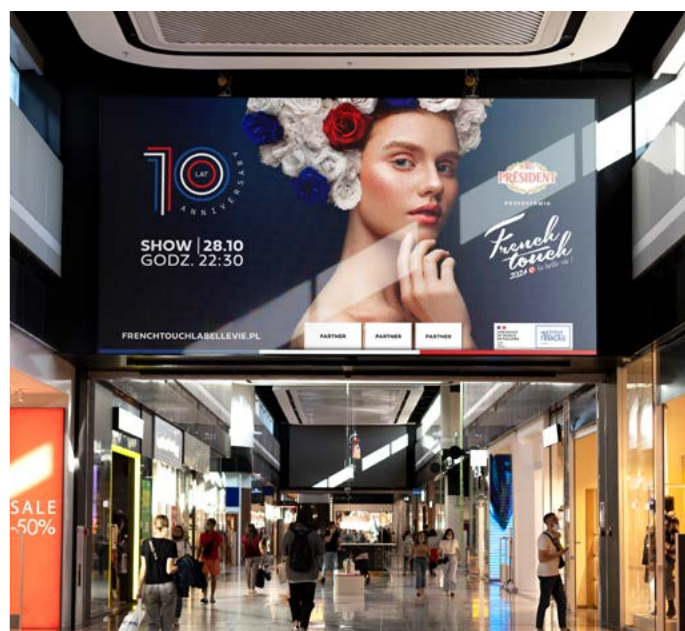
COMMERCIAL OPERATION



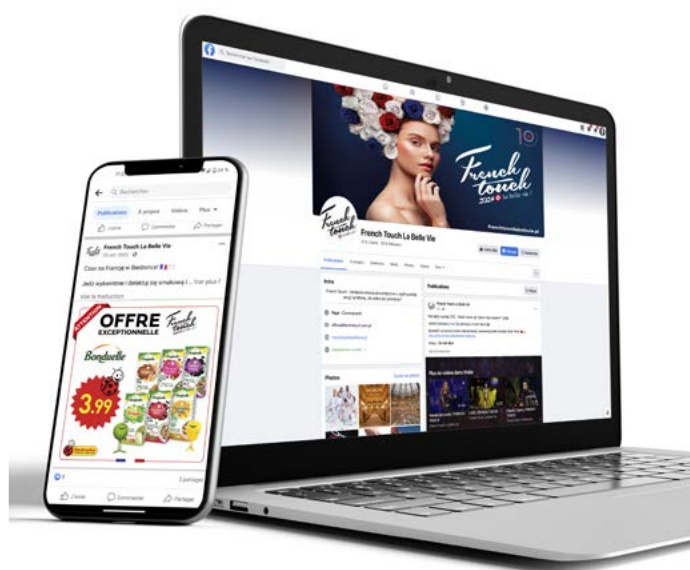
SHOW AND AFTER PARTY



MAGAZINE

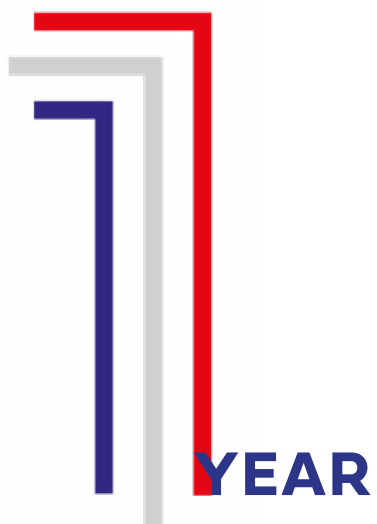


MEDIA AND PR



DIGITAL

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A FIRST DESERVES A GRAND CELEBRATION!  
FOR THIS 2024 EDITION, WE HAVE PLANNED A SPECTACULAR EVENT, INCORPORATING ALL THE NOW ESSENTIAL AND ANTICIPATED APPOINTMENTS FOR THE GENERAL PUBLIC. YOU WILL FIND COMMERCIAL ANIMATIONS, A GRAND LIVE TELEVISED SHOW FROM THE OBECNÍ DŮM, THE MAGAZINE «LA BELLE VIE», RICH IN CONTENT AND STUNNING ILLUSTRATIONS, AS WELL AS MEDIA COVERAGE...

BUT THAT'S NOT ALL, WE ALSO HAVE SIGNIFICANT INNOVATIONS IN STORE FOR YOU, NOTABLY WITH A STRONG DIGITAL PRESENCE WHICH BECOMES A KEY ELEMENT OF OUR SETUP, OFFERING UNPRECEDENTED INTERACTIVITY. «FRENCH TOUCH REACHES OUT TO YOU» AND EVOLVES WITH THE TIMES!





# COMMERCIAL EVENT

**The opportunity to be part of something exceptional!**

FOR THE FIRST TIME IN THE CZECH REPUBLIC, FRENCH TOUCH LA BELLE VIE OPENS ITS DOORS TO PARTNERS AND SPONSORS EAGER TO PARTICIPATE IN A UNIQUE ADVENTURE.

After 10 successful years in Poland, we are launching this ambitious concept on the streets of Prague, thus offering an unprecedented opportunity to join a rapidly expanding community. We invite brands, stores, and businesses to join us for this historic inaugural edition. It's an opportunity to position yourself as a pioneer in an event that promises to be memorable, where culture, commerce, and entertainment converge to create an unforgettable experience. As a partner of French Touch La Belle Vie, you will benefit from unprecedented visibility and a unique opportunity to reach an audience captivated by the discovery of new experiences. Join us as we write together the first chapter of this new adventure in Prague, and leave your mark on the history of French Touch.



Followed each year by 3 to 5 million viewers, the French Touch show has become a true institution. For 10 years, the greatest French and Polish artists have delivered performances that have left an indelible mark on people's minds. One of the great successes of this show is bringing artists together beyond borders for legendary duets. While this show was traditionally presented at the prestigious Wielki Theatre in Warsaw, this year marks an important milestone with its debut at the Obecní Dům in Prague on October 18th. This marks a new chapter in the history of French Touch, offering an exciting opportunity for artists to showcase their talents on an international stage. It's also an opportunity to offer authentic performances, such as famous Parisian cabarets or showcasing the creations of top French couturiers. An evening of grand spectacle awaits as we bring the magic of French Touch to Prague for the first time.

“ Broadcast on TV and available on Replay, the French Touch show is experiencing growing success by bringing together several million viewers. ”

ZAZ



Le Moulin Rouge



Tribute to Mime Marceau



Patrick Bruel



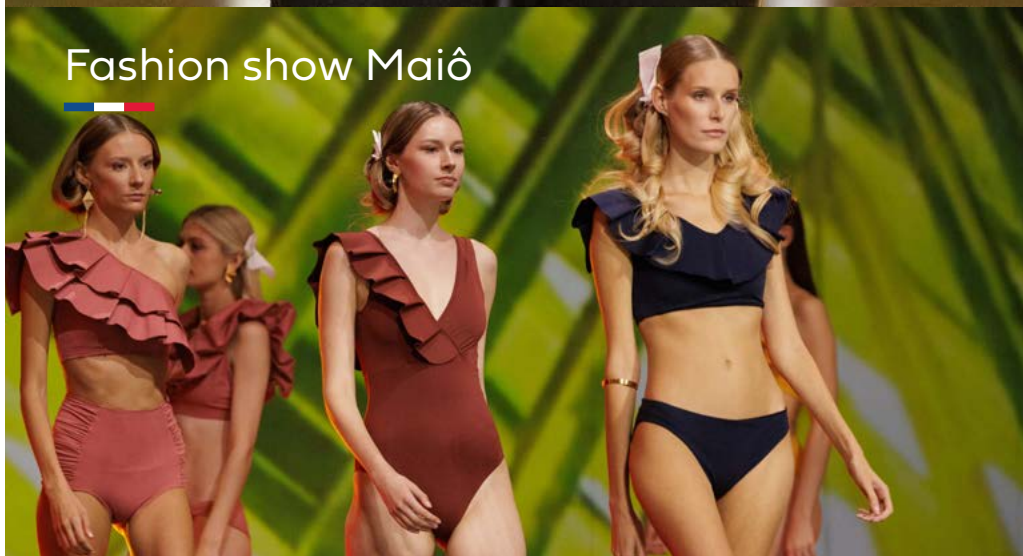
Sarah Schwab



Tribute to Louis de Funès



Fashion show Maiô





*Garou*



*Barbara Pravi*



*Fashion show Jean-Paul Gaultier*



*Carla Bruni*



*Fashion show JC de Castelbajac*



*Fashion show Chantal Thomass*



*Jean-Michel Jarre*



*Ewa Farna*



*Amel Bent*



*Willy William*



# AFTERPARTY

AN EVENING SPARKLING LIKE CHAMPAGNE.

Chic and convivial, the after-party that extends the show is the gathering of all Prague, but also an enchanted parenthesis where the worlds of business and show business intersect in a cocktail of good humor, exchanges, and champagne bubbles around highly coveted gourmet buffets. It's also a conducive moment for networking and fruitful encounters between partners and clients and for internal actions.

# NIGHTCLUB

FRENCH TOUCH UNTIL THE WEE HOURS.

The second part of the evening invites you to prolong the party into the wee hours. On the dance floor of a nightclub set up in a large reserved space, guests vibrate in unison under the glare of spotlights and the decibels of turntables, immersed in a wild and communicative energy.

“

*When it's time to retrieve your belongings from the cloakroom, everyone keeps within them the unforgettable images of a dazzling show and an incredible party like no other.”*



“  
4 million free  
copies...”

FASHION

MUSIC

ART & CULTURE

CINEMA

GASTRONOMY

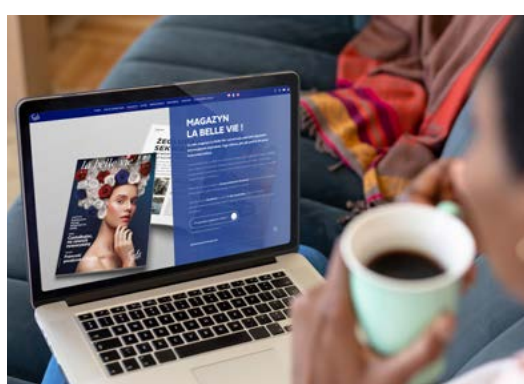
LITERATURE

BUSINESS

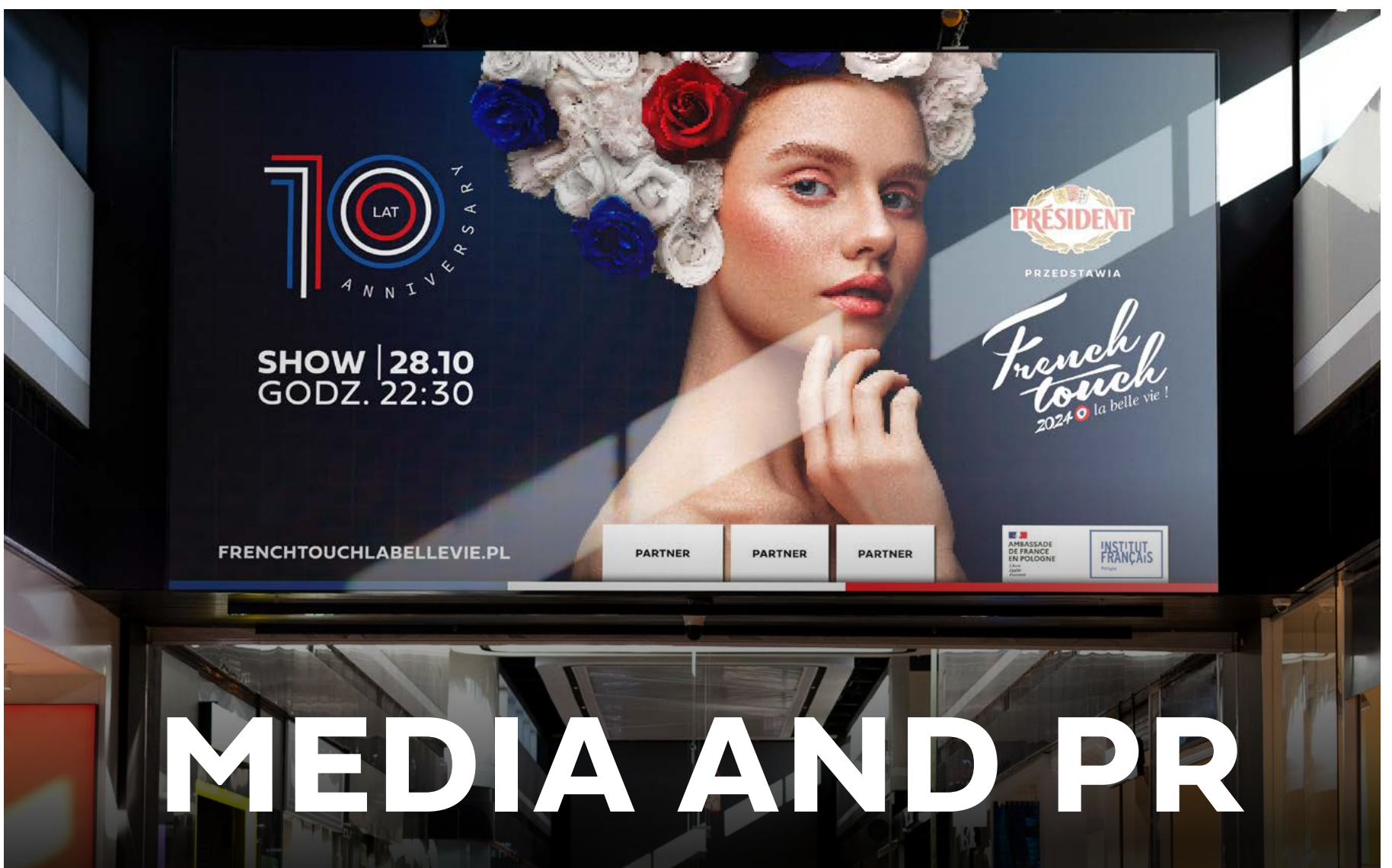
## “LA BELLE VIE”

THE GREAT MEDIUM OF FRENCH TOUCH.

Every year, the publication of the magazine «La Belle Vie» accompanies the event. With now entirely digitized distribution, «La Belle Vie» seduces millions of readers who appreciate its meticulous layout that showcases beautiful photos. The editorial line offers a journey through France on themes related to secular traditions and know-how, timeless icons of art and culture, as well as hopes and novelties that reveal an astonishing and innovative France.



Business Exclusive: the blue pages reserve a prominent place for the world of economy and business, to meet the expectations of a readership eager to follow the news of the business world.



# MEDIA AND PR

## Unprecedented media coverage

NO EVENT CAN BOAST OF GUARANTEEING SUCH VISIBILITY. BY COMBINING COMMUNICATION CAMPAIGNS, COMMERCIAL OPERATIONS RELAYED IN PRINT AND ON SOCIAL NETWORKS, AND AMPLIFIED BY MERCHANDISING OPERATIONS JOINTLY CONDUCTED BY ALL PARTNERS, FRENCH TOUCH LA BELLE VIE BENEFITS FROM EXCEPTIONAL RESONANCE.

“ *In total, nearly 2 out of 3 Czechs are exposed to French Touch La Belle Vie communication throughout the event.* ”

### PRINT AND WEB MEDIA THAT PLAY ALONG

MORE THAN 1500 PRESS CLIPPINGS PER YEAR ON AVERAGE.

French Touch La Belle Vie is an endless source of content for print and web media. The French way of life, its talents and know-how, current events, and commercial animations are all themes that give dozens of print and digital titles exciting topics to cover.





# WEB & SOCIAL MEDIA

A community targeted on social networks and the entire web

**NEW**

**WEB BANNERS**

**INSERTS**

**SOCIAL NETWORKS**

**YOUTUBE**

**WALL OF PARTNERS**

**EMAILING**

**DIGITAL CAMPAIGN**



*All year round, social networks and digital channels will awaken the curiosity and interest of the public.”*



This year more than ever, French Touch La Belle Vie lives to the rhythm of digital. This is a way to reach all generations, especially the younger ones familiar with digital media. Campaigns, web banners dedicated to partners, video content visible by millions of Internet users on YouTube, regular publications on social networks, email campaigns to promote contests and commercial operations... French Touch La Belle Vie is preparing to shine on the internet!



«Originally from Poland a decade ago, French Touch has evolved, developed, and captivated an ever-growing audience. Thanks to its proven success, the event has now expanded to new horizons, attracting with its innovative concept and the diversity of its initiatives. Today, thanks to French Touch, many countries have rediscovered the values of friendship between people and engaged in this large-scale movement, both popular, festive, and qualitative.

Frédéric Hérout, Producer of French Touch in the Czech Republic, perpetuates this vision while adapting it to the modern and dynamic context of our country. By emphasizing the Czech Republic's cultural and artistic richness, French Touch stands as an unmissable event, promoting cultural exchanges and strengthening friendship between nations.»



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2024  la belle vie

FRENCH TOUCH  
IS A REGISTERED TRADEMARK  
LICENSED IN THE CZECH REPUBLIC  
WITH MUSIC MAGNET S.R.O.

[frenchtouchlabellevie.cz](http://frenchtouchlabellevie.cz)

  
MUSIC  
MAGNET  
FROM TUNES TO DATA

PRAGUE:  
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VINOHRADY  
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CZECH REPUBLIC