

YOUR BOOTH, BUILT BY ONE PARTNER

NOVU

CIFF - FEBRUARY 2027



YOUR SHOWROOM IS THE FIRST IMPRESSION YOUR COLLECTION MAKES ON BUYERS.

Yet the space around it often means coordinating many hands, and a project that should feel effortless ends up consuming your team's time.

NOVU brings it together in one considered process, from first concept to install and build-down.

01. FULL BUILD

PREMIUM BOOTH BUILDING

A fully bespoke booth, designed and built from the ground up. We handle everything, so you arrive to a finished space.

02. DESIGN + RENTAL

SPATIAL DESIGN, RENTAL OFFER

A faster route to a considered booth. We design your space with pieces from our premium rental collection and handle the build-up and down.

03. RENTAL LINE

CIFF WEBSHOP CATALOGUE, SELF SET-UP WITH NOVU PRODUCTS

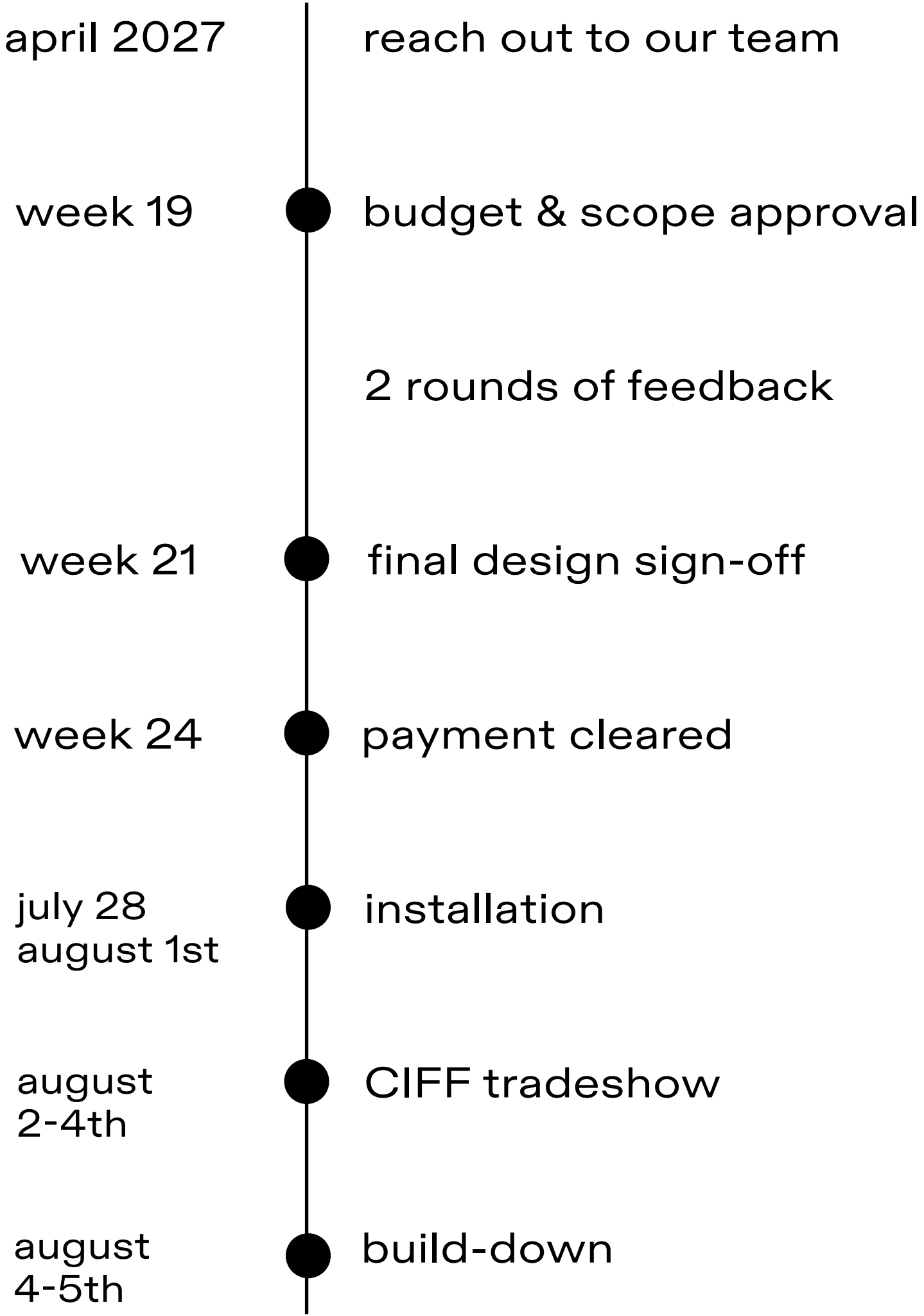
Our most cost-effective option for brands that already know their layout. Order from the catalogue, with delivery included, and set up yourself.

01. PREMIUM BOOTH BUILDING



A fully bespoke booth, designed and built from the ground up — walls, flooring, vinyls, and custom furniture, all created specifically for your brand. We handle the full process end-to-end: 2D and 3D visualisation, material sampling, and complete install and build-down, so you arrive to a finished space with nothing left to do but installing your products.

project timeline



We reserve the rights to make changes to this timeline accordingly to the scope of the project.

02. SPATIAL DESIGN WITH RENTAL LINE



A simpler, faster route to a considered booth. We design your space with elements from our premium rental offer, such as designer lounge furniture, USM Haller modular solutions, and high-quality rails, cubes, and displays. We then provide 2D floorplans and 3D visualisations for approval and handle the build-up and down of your space. Same high-end design, a leaner path to get there.

project timeline



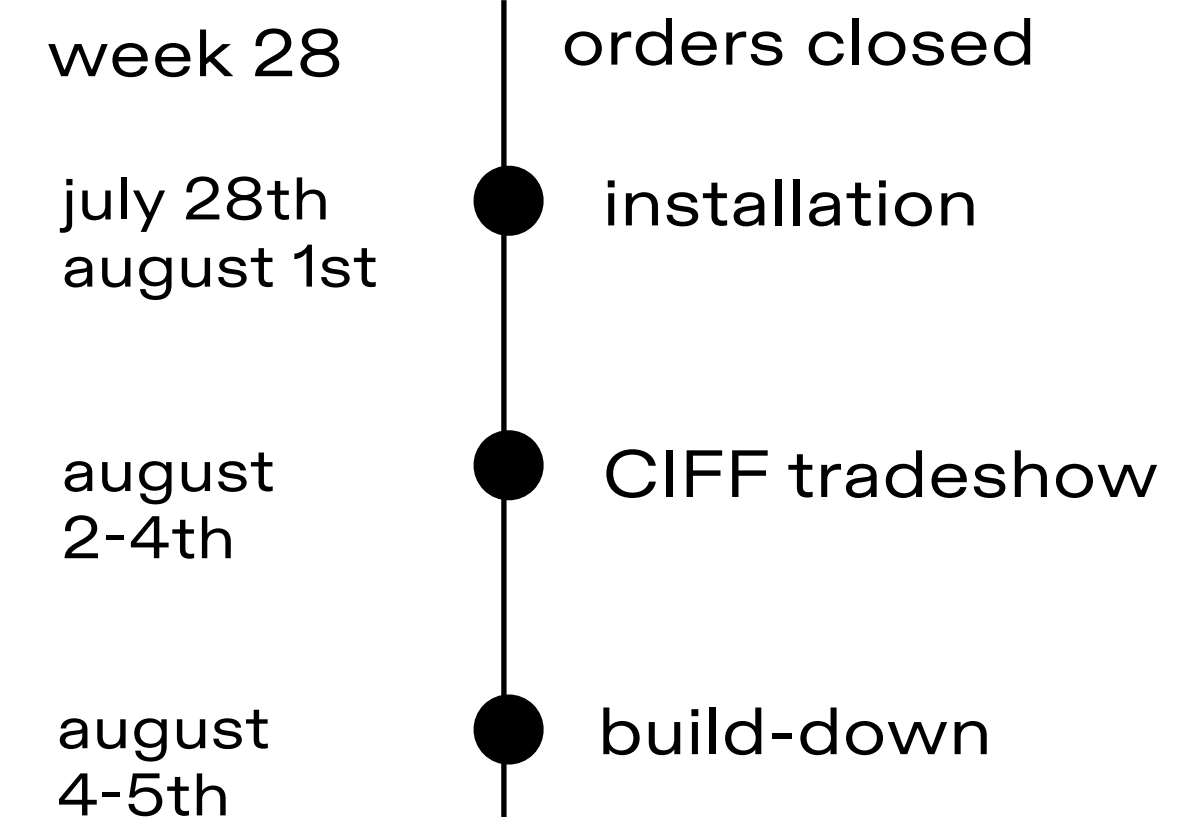
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03. CIFF WEBSHOP CATALOGUE

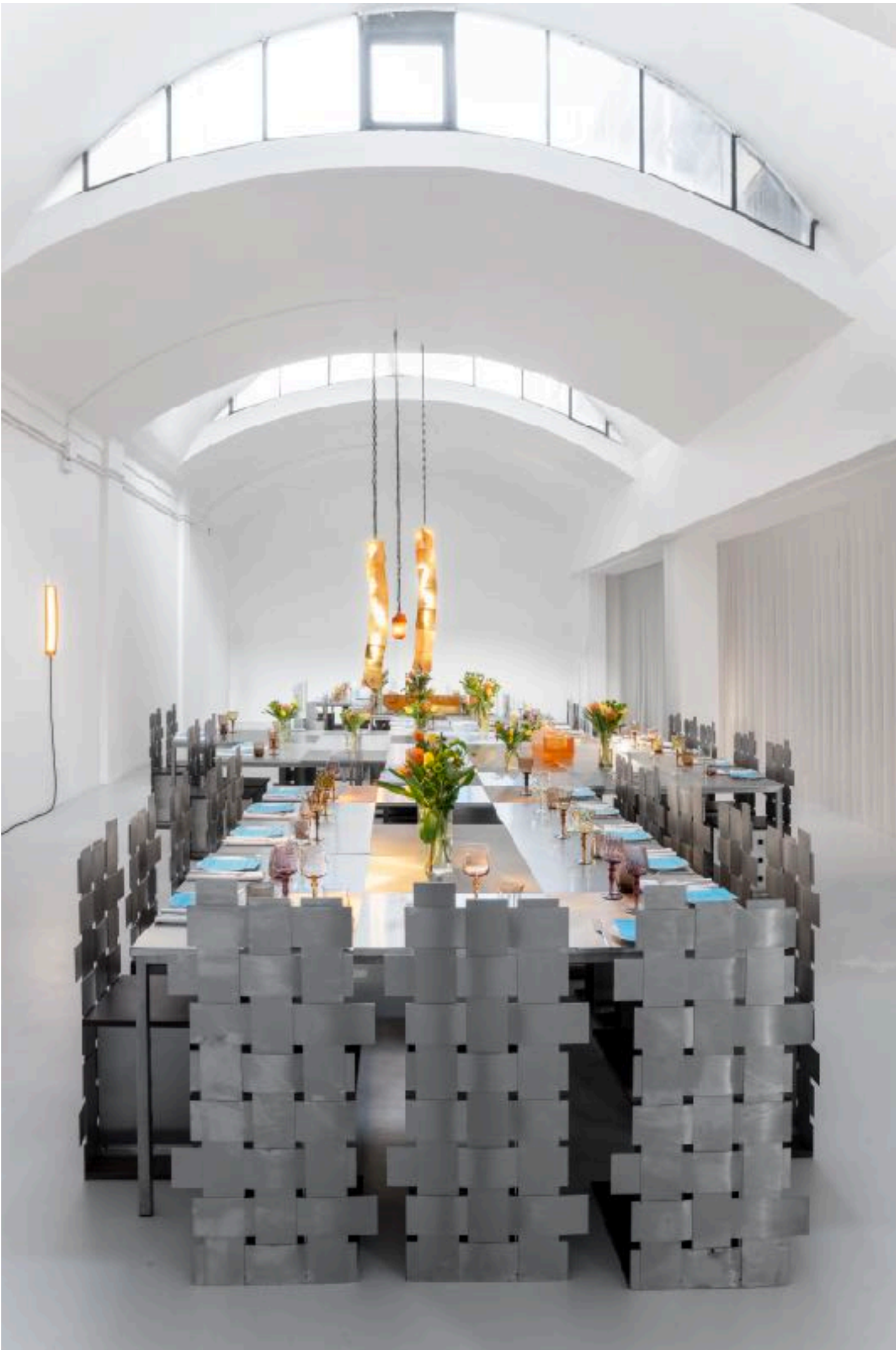


For brands that already know what they want and where each piece goes, this is our most cost-effective option. Choose from NOVU's rental catalogue on CIFF's webshop, with transport and delivery to your booth included in the price. All that's left is to arrange the pieces and hang your collection.

project timeline



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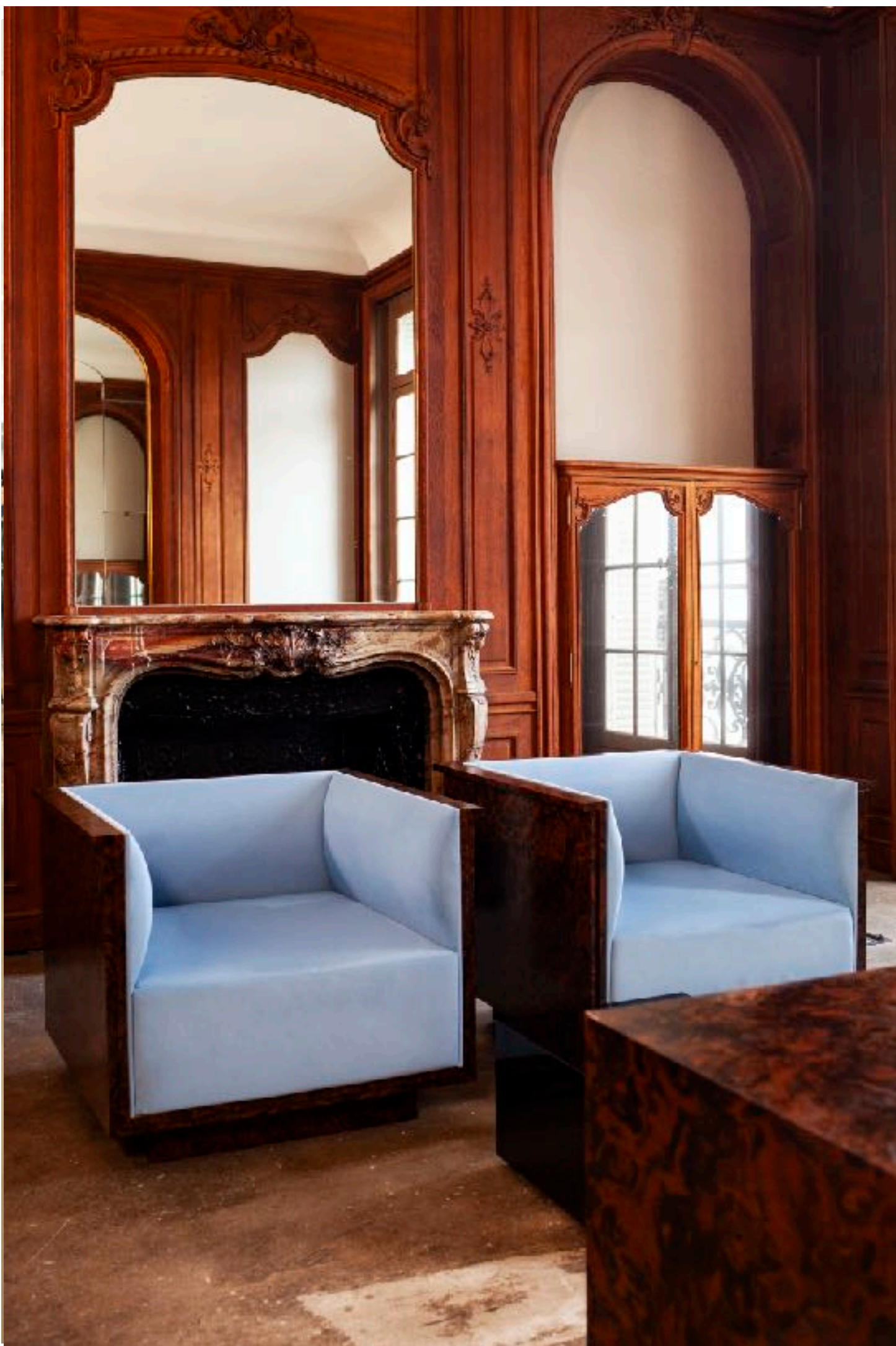
CONVERSE X GARANCE VALLÉE ACTIVATION



CHLOÉ, PARIS FLAGSHIP STORE



AYA MUSE SHOWROOM



RHUDE SHOWROOM



SAMSOE SAMSOE ACTIVATION



KHAITE, LE BON MARCHÉ

IN HOUSE, END-TO-END

Architecture, manufacturing and install run under one roof — nothing lost in translation between design and finished space.

FASHION NATIVE

Built out of fashion and retail — we know booth builds the way a brand team thinks about them, not just as construction.

OPERATING GLOBALLY

Two manufacturing facilities and teams on both sides of the Atlantic, covering Europe fully and the US on rental and retail.

OFFICIAL CIFF PARTNERS

Official CIFF Partner in both Copenhagen and Paris, including several builds inside Bella Center that make us a knowledgeable partner on the venue.

To hold your place on the August build schedule:

- Share your scope (SKUs, range RTW vs ACC, booth floor plan, brand or collection identity, inspiration or references) before the deadline (pages 4 and 5)
- You'll receive the budget within 5 working days, and once confirmed, we return a 2D floorplan and 3D concept within 7 business days
- Design sign-off depending on the project (see pages 4 and 5)
- Install begins 3 days before ClFF opens

A short call is the fastest way to start — see contact details on the next page.



NEXT STEP

LET'S TAKE YOUR NEXT CIFF BOOTH TO NEW HEIGHTS.

Reach out to lock in your build slot — capacity is allocated by exhibitor sign-up date.

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