

# Bambuser and Printemps consolidate their partnership as the French luxury retailer launches its own studio dedicated to Live Shopping

Paris - October 12, 2022 – Printemps, French luxury retailer and long-term SaaS customer of Bambuser, is launching “Le Studio” - a brand-new space dedicated to content creation and Live Shopping in the heart of its Boulevard Haussmann flagship store in Paris.

Printemps – who was one of the first department stores in Europe to experiment with Live Shopping – became a Bambuser customer in the summer of 2021. Its bi-weekly Live Shopping event: “*En Mode Printemps*”, hosted by in-store personal shoppers, quickly became a success.

As an early adopter of Live Shopping with Bambuser, Printemps has perfected its show format through the use of in-house filming capabilities via RTMP, and by taking an omniplatform approach to Live Shopping. With “*Le Studio*”, the luxury retailer will take its phygital strategy to the next level, by inviting both digital and physical customers to take part in their live shows.

“The opening of Le Studio is probably the achievement I am the proudest of since I joined Printemps 18 months ago. Printemps is the very first department store to open a physical space dedicated to digital content production in the heart of our flagship store, “*Le Studio*” is a unique way to engage with our customers, partner brands and staff around all possible forms of digital content creation and experiential physical encounters. From Live Shopping to meet-ups and podcasts, the range of possibilities is infinite.” – Maud Funaro, Chief Transformation Officer at Printemps.

Printemps’ first Live Show hosted from “*Le Studio*” took place on Wednesday October 5.

For more information about Le Studio please visit [printemps.com](https://printemps.com).

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## Contact information

Corporate Communications, Bambuser AB  
+46 8 400 160 00 | [ir@bambuser.com](mailto:ir@bambuser.com)

## Certified Adviser

Erik Penser Bank AB

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### **About Bambuser**

Bambuser is a software company specializing in interactive live video streaming. The Company's primary product, Live Video Shopping, is a cloud-based software solution that is used by customers such as global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps and social media. Bambuser was founded in 2007 and has its headquarters in Stockholm. Subscribe to Bambuser's press releases [here](#).

### **Attachments**

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