

WSN ACADEMY

 Learn
 Grow
 Innovate

GENERATION ENTREPRENEURS [SEASON 2026]

01 IT'S WHAT ?

02 THE TEAM

03 THE 2026 AGENDA

04 REGISTRATIONS



01

Generation Entrepreneurs: What is it?



THE ESSENTIAL PROGRAM FOR CREATING YOUR OWN FASHION & ACCESSORIES BRAND

which gives you access to the best business practices of fashion entrepreneurs, from the initial stages to the first successes of the company.

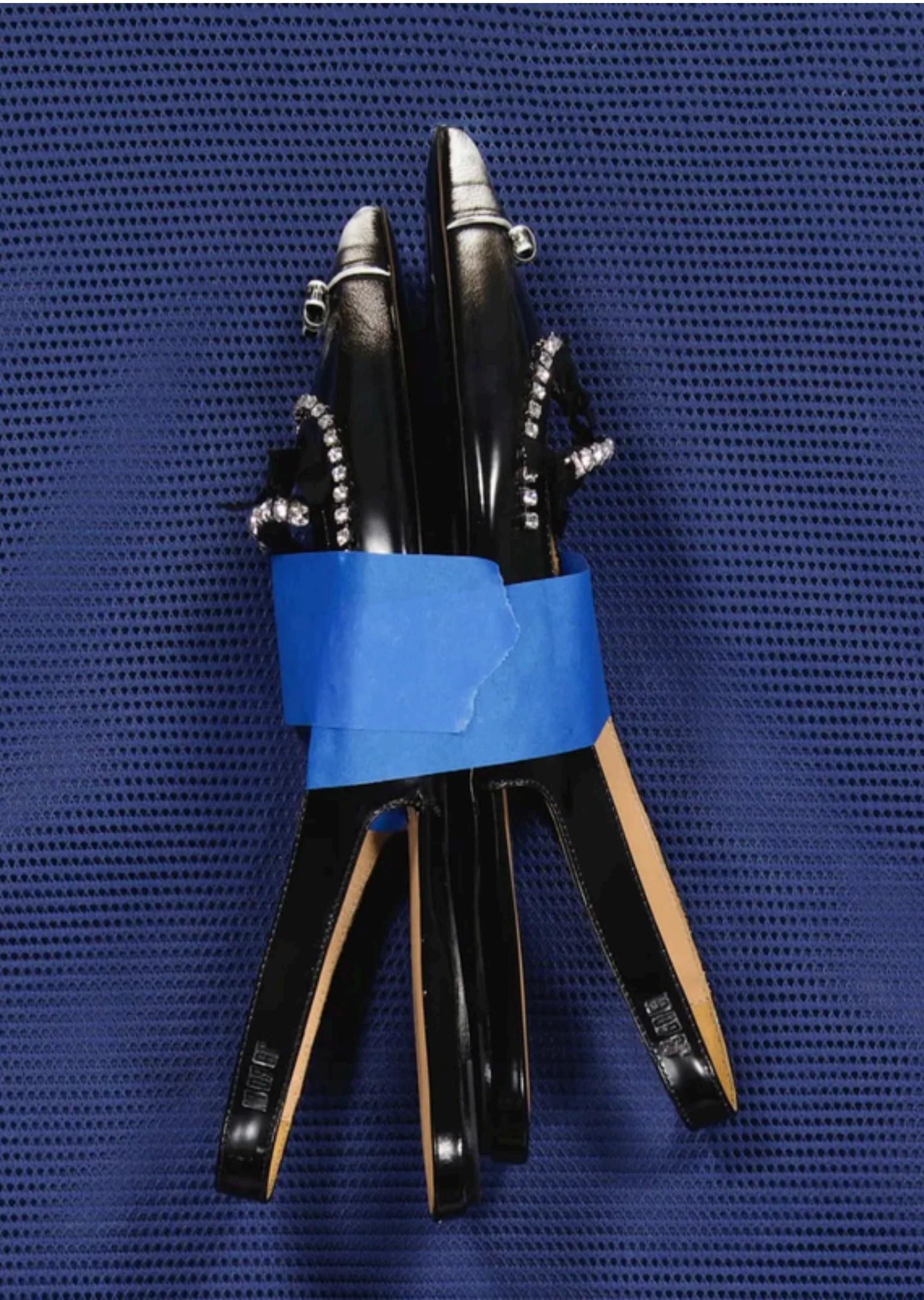
FEDERATION
FRANCAISE
DU PRET
A PORTER
FEMININ

VILLE DE
PARIS

BUREAU
design mode
métiers d'art

ADC
AU-DELÀ DU CUIR

FRANCÉCLAT



01

Launching your own
fashion and accessories
brand

02

Accelerating your project
from the ideation phase to
the seed stage

03

Deciphering market trends,
business practices and
industry players

04

Sharing the experience of
seasoned entrepreneurs, creating
a place for mutual support, and
building your network

05

**A PRACTICAL PROGRAM,
ACCESS TO A LIBRARY
AND FACT SHEETS, A DAY
OF IMMERSION**



02

Generation Entrepreneurs The Team

THE TEAM



MATHILDE NONY



VIRGINIE TRENTO



EMMA DE BOUCHONY



PRISCILLA JOKHOO



WSN ACADEMY





03

Generation Entrepreneurs The 2026 Program



[IN PERSON]

STARTING A BUSINESS IN FASHION TUESDAY, FEBRUARY 17

- 01_ Presentation of the program and the promotion
- 02_ Overview of the multi-sector fashion ecosystem
- 03_ Testimonials of entrepreneurs' journeys
- 04_ Brand pitch: best practices & mistakes to avoid





[IN VISIO]

ANTICIPATING LEGAL ISSUES TUESDAY, MARCH 10

01_ Setting up your company: articles of association, partners, procedure

02_ Management of its contracts: distribution, agents etc.

03_ Protection of its brand and designs

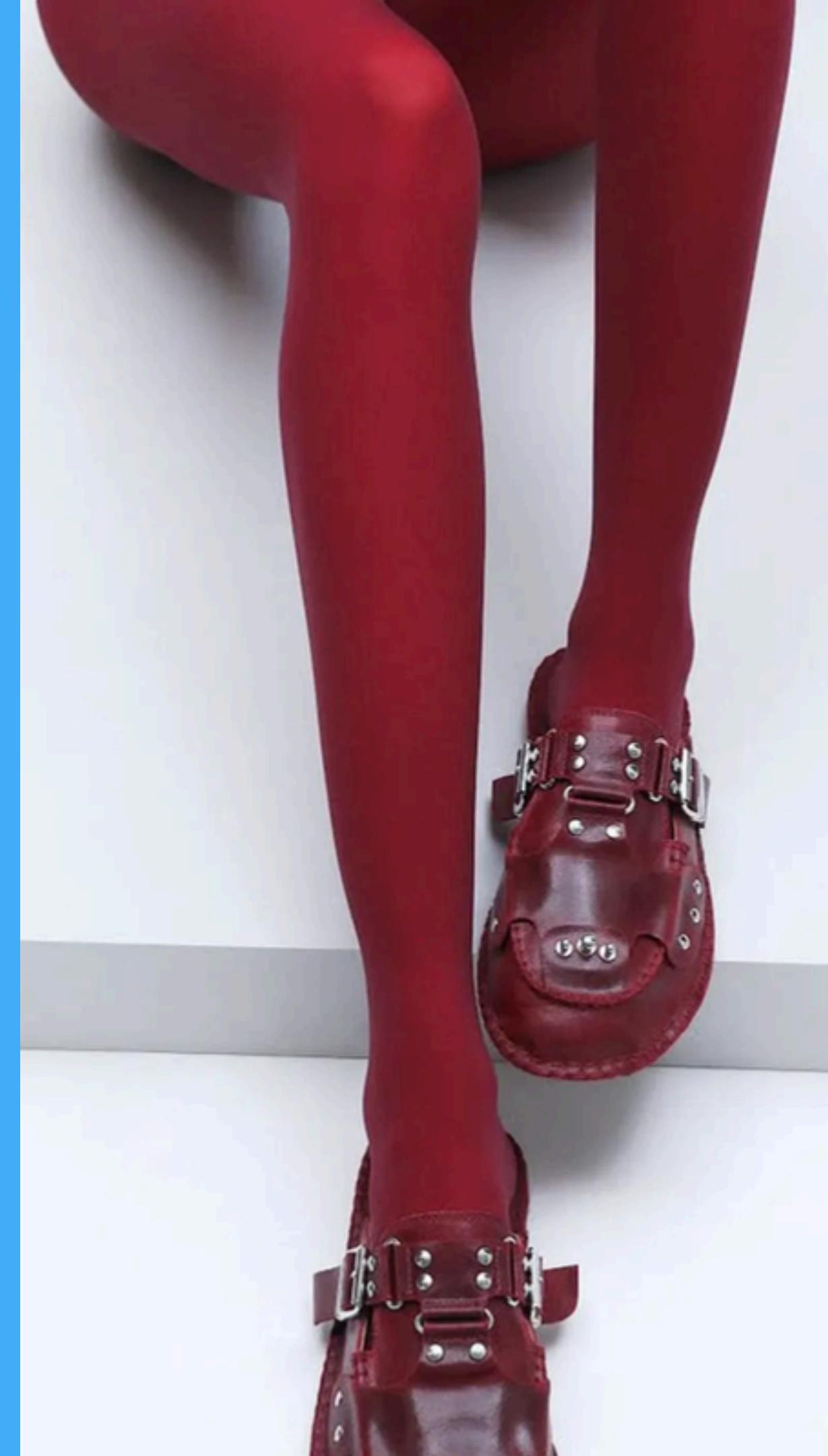




[IN VISO]

STRENGTHENING YOUR IDENTITY THROUGH THE BRAND PLATFORM
TUESDAY, MARCH 31

- 01_ Deciphering the brand platform tool
- 02_ Presentation of the methodology and implementation





[IN VISO]

LAUNCHING YOUR PRODUCT: FROM IDEA TO MARKET LAUNCH **TUESDAY, APRIL 14TH**

- 01_ Creative process, sourcing of materials, structuring of the price
- 02_ Journey from idea to production
- 03_ Construction of the collection plan





[IN PERSON]

MANAGING YOUR BUSINESS AND FINANCING YOUR DEVELOPMENT

TUESDAY 5 MAY

- 01_ Construction of a dashboard, control panels
- 02_ Presentation of the different types of financing
- 03_ Exchanges with stakeholders in fashion financing





[IN VISIO]

ACTIVATING THE LEVERS OF DIGITAL MARKETING

THURSDAY, MAY 21

- 01_ Building an influence and social media strategy
- 02_ Visibility & Natural Referencing - SEO
- 03_ Optimizing your paid acquisition - SEA





[IN VISIO]

BUILDING YOUR B2B AND B2C DISTRIBUTION STRATEGY TUESDAY, JUNE 9

- 01_ Plan d'Action Commercial (PAC)
- 02_ Launch of e-commerce
- 03_ B2B and B2C distribution and marketing levers
- 04_ Calculating the correct margin according to distribution channels





[IN PERSON]

A DAY OF IMMERSION IN THE PARISIAN FASHION ECOSYSTEM

TUESDAY, JUNE 30

- 01_ Exchanges with accessory, ready-to-wear, and jewelry brands
- 02_ Meeting of stakeholders and B2B solutions





04 Generation Entrepreneurs Registrations



**LE PACKAGE - 575€ HT
7 MODULES + ONE INDUSTRY-SPECIFIC
TRAINING DAY**

PER MODULE - €90 EX VAT

PRICES

Included

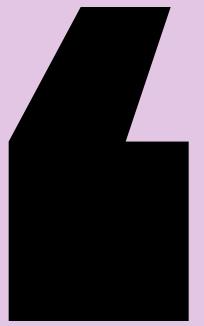
- Replays of all online modules**
- Access to a resource library**
- A collaborative WhatsApp group to nurture its first network of entrepreneurs**

discover the
programme 2026



[+ OVER 140 ENTREPRENEURS SUPPORTED
ACROSS 5 COHORTS]

ALUMNI QUOTES



“This is a valuable opportunity to take a step back and reflect on your brand, structure your vision, and benefit from concrete advice from supportive professionals.”

Jennifer Chambaret, DIONISIO
[PROMO 2025]

“This training helped me a lot: it allowed me to better target my priorities and identify the most relevant levers to move my brand forward. I can only recommend it.”

Alexandre Raim, PROJECT LEADER
[PROMO 2025]



discover the program
2026



-10% cursus complet : GE2K26

EMMA DE BOUCHONY
EMAIL: EDEBOUCHONY@PRETAPORTER.COM

WSN ACADEMY



WSN ACADEMY



THANK YOU!

wsn-academy@wsn.community



We'd love to hear your opinion!