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ADDRESSING THE FASHION
CHALLENGES OF TOMORROW

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Grow
Innovate

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01 FASHION UNDER INFLUENCE

02 FASHION NATIONS

03 PARALLEL UNIVERSES

04 GEEKS

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 nostress
Le coach digital
des retailers

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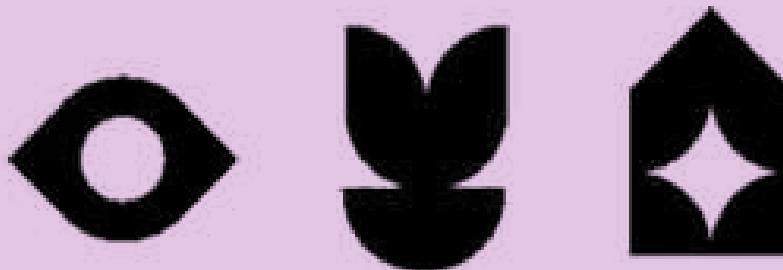
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01

FASHION UNDER INFLUENCE

THE ART OF BLENDING

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THE “LIFESTYLING” OF FASHION

continues



@erevanofficiel



@supraw x iRun



@callitbyyourname



@thelemonadehomeparis



@louisemisha

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A RECOMPOSITION OF THE BALANCES

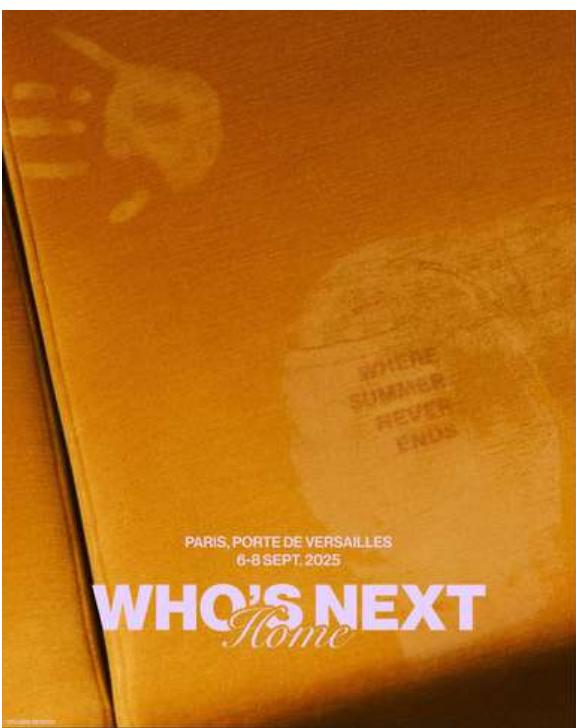
particularly in the area of distribution



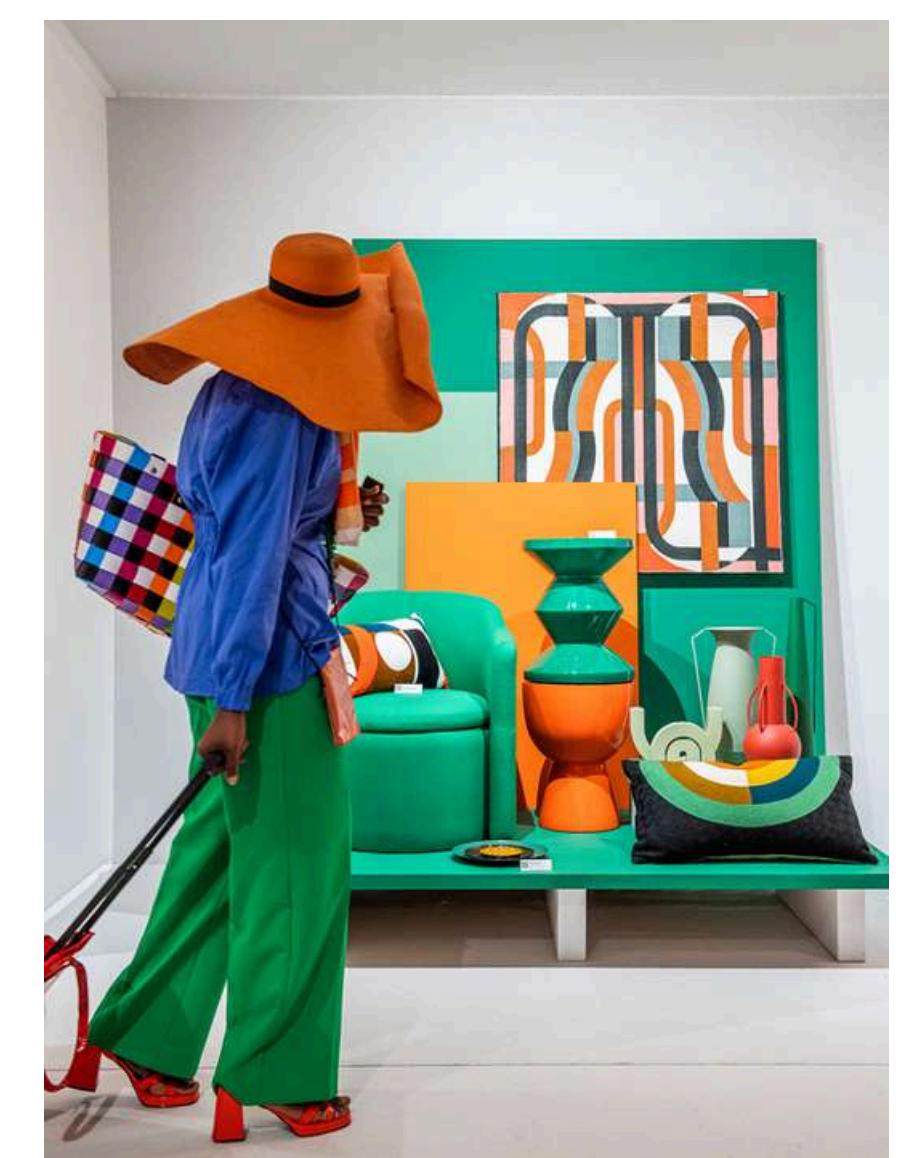
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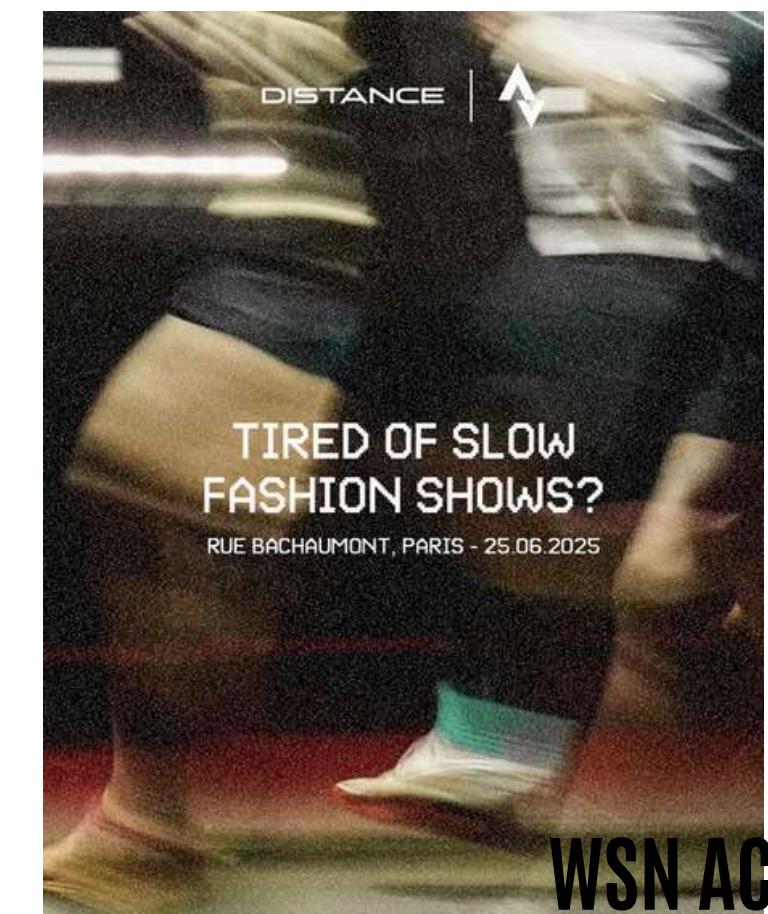
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COMMUNITY LEVERS

physical and digital



@distanceathletics



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READY TO INSPIRE

the appetite for hospitality



@baofamily in collaboration with Puma



APC x Myd collaboration for the Fête de la Musique



Quiet Hiking Club x Stance EU



@walkinparis

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GENETICALLY MODIFIED TRADEMARK

business hybridization



@madameauditou

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NEW RULES OF INFLUENCE

Framing the acceleration

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@lenasimone for Chantelle



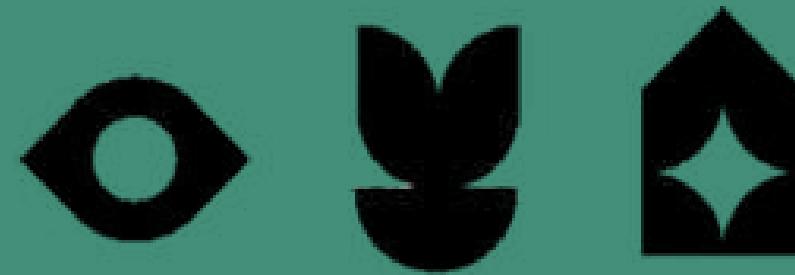
@maoui2saintdenis pour Loewe

More information on this topic
can be found in the mini-series:
The Regulatory Fashion Minute



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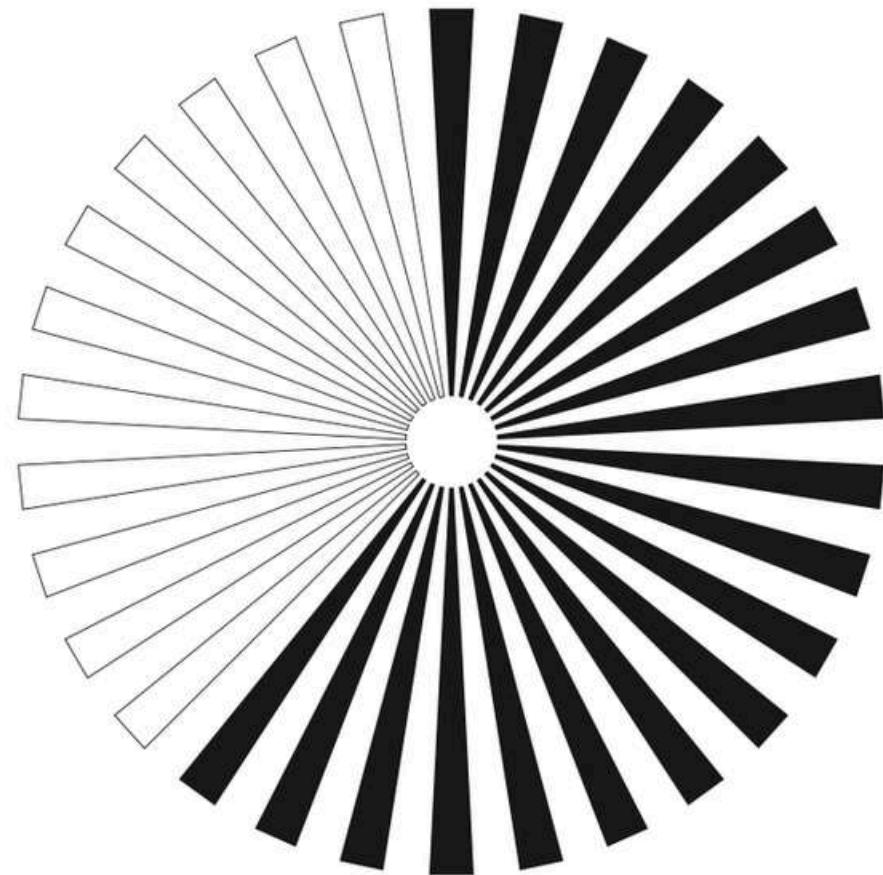
FASHION NATIONS

A WORLD OF OPPORTUNITY

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MIDDLE EAST

Targeted distribution in a world of XXL?



63% of Saudi Arabia's population is
under 30 years old

Source : Euromonitor International

+ 5%

of average annual growth rate by 2030 for
the apparel market in the United Arab
Emirates

Source: Statista



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MIDDLE EAST

Targeted distribution in a world of XXL?

The different distribution channels

1. Retail: from the largest malls to the largest, each has its own positioning and identity

2. Department stores: an ideal launching pad

3. E-commerce: a real lever for growth with logistical challenges.

Our international operations



The collage illustrates the different distribution channels:

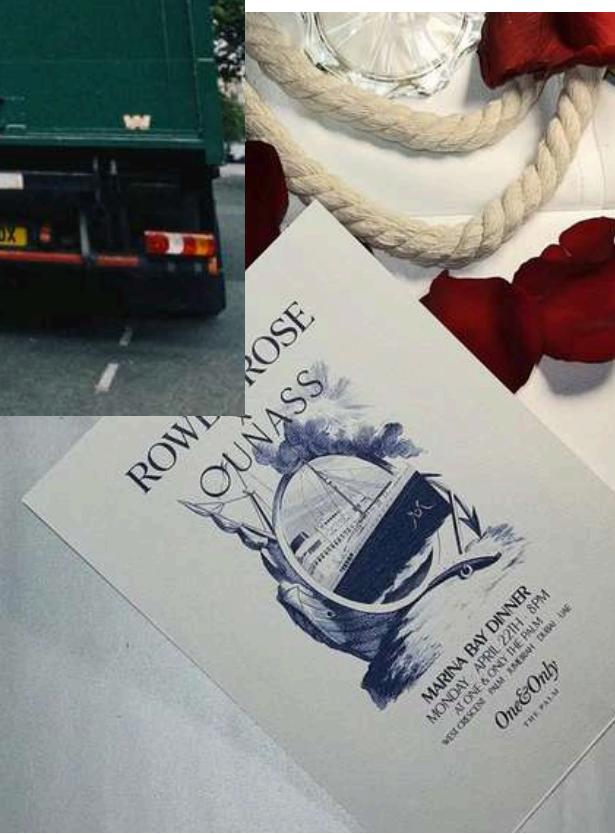
- Ounass Website:** Shows the homepage of Ounass, a luxury fashion retailer, featuring three models (woman, man, child) and shopping options.
- Counter 102 in Dubai:** A photograph of the interior of a modern, open-plan department store with wooden furniture and large windows.
- The Galleria:** An architectural rendering of a modern, multi-story shopping mall with multiple levels, escalators, and storefronts.
- WSN ACADEMY:** The logo for WSN Academy, located at the bottom right of the collage.

BRANDS TO WATCH INTERNATIONALLY

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@RowenRose, winner of the DHL International Fashion Talent Award



@vanessasposi



@bazizst



@miicollection



@americanvintage

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CHINA, UNLEARNING TO UNDERSTAND

A unique model: all-in-one



1,35 billion

of WeChat users: blurring the lines between communication and sales.



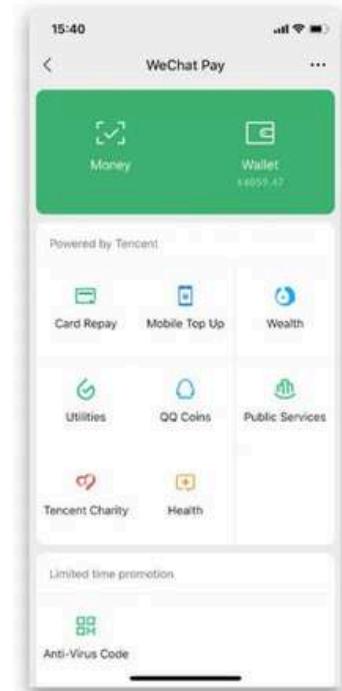
@shopify



WeChat contains a chat section similar to Facebook Messenger or Whatsapp



"WeChat moments" is a feature similar to the Facebook timeline



The "Wallet" section contains links to payment and e-commerce services



750 millions

Douyin users: direct sales driven by local content creators.



350 millions

REDNote users: integrate the products into users' publications.

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Weibo, the “Chinese Twitter”

Kuaishou, a competitor of Douyin with 714 million users

- QQ, the instant messaging service with 560 million users...

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PARALLEL UNIVERSES

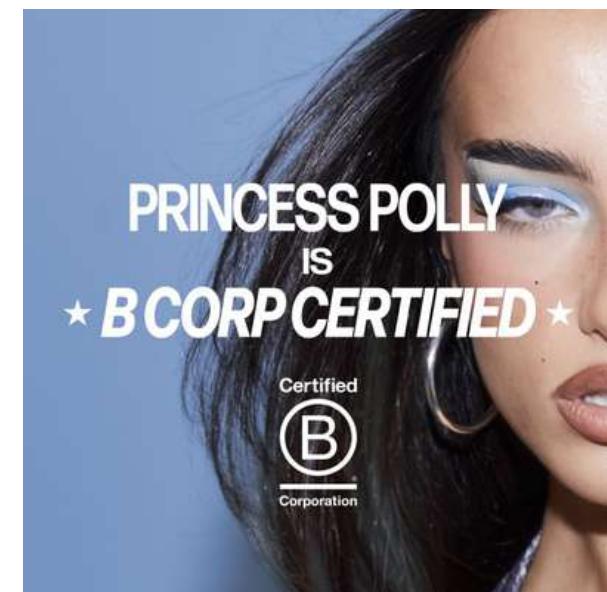
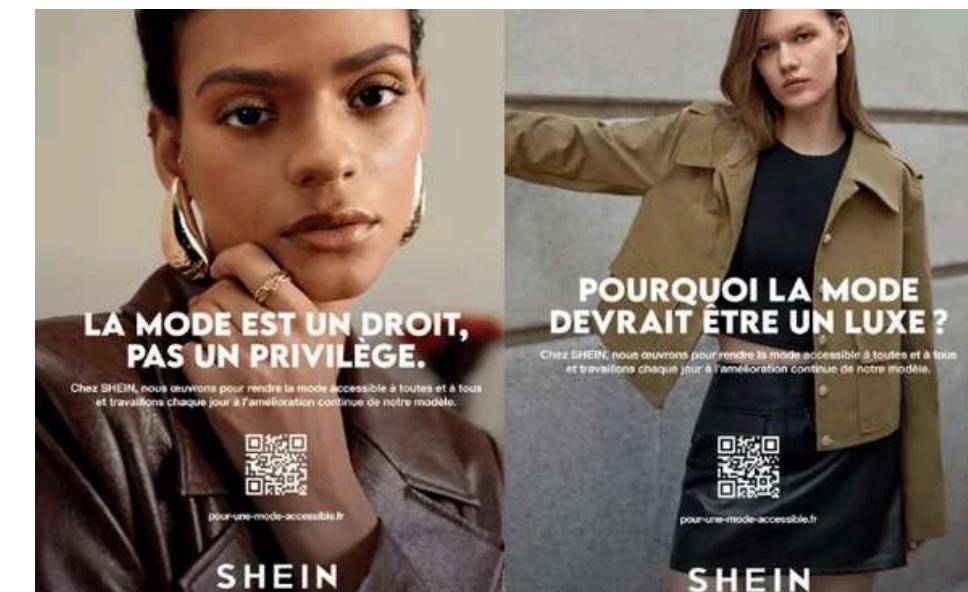
THINK ABOUT TOMORROW

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STORIES AND COMMUNITIES

who no longer speak to each other

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LOI DIPLOMB: LE RETOUR DES PESTICIDES DANGEREUX POUR L'ENVIRONNEMENT



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THE BATTLE OF OPINIONS

regulatory

- May 15, 2025 • The European Commission approves Écobalyse, the French methodology for environmental labeling on textiles
- June 10, 2025 • The Senate adopts the Violand bill before it goes to the Joint Committee and after years of work
- 2025-2026 • Implementation of minimum quotas for recycled materials and the end of the destruction of unsold goods (ESPR)
- 2027-2028 • Implementation of the CSDDD
- 2027-2030 • Gradual introduction of the Digital Product Passport and Carbon Border Tax.



January 2026

Entry into force of the ban on PFAS in the manufacture, import, export and marketing of cosmetics, footwear, clothing, and waterproofing products.

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SOLUTIONS

facing the problems



© Atelier des Matières

99%

Some brands' carbon emissions originate from their supply chain.

source : livre blanc d'expertise Plan A . Decarbonisation the Fashion Industry (2025)



Recyclability assessment

Development of innovative and recycled materials: Principio, Semper, Vernation, etc.

Revaluation of brand resources and eco-design

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MADE IN FRANCE

instructions for rethinking the approach



Communicate clearly and regularly

To become familiar with the technical aspects and know-how of garment making

Anticipating and adapting to the rhythms of the workshops

Cultivating a long-term relationship

Listening to manufacturers' advice to stay within budgets and margins



@adn.paris



The House of Know-How and Creation helps brands to highlight the know-how of French manufacturers and facilitates connections between brands and manufacturers in the region.

More information on this topic can be found in the mini-series: The Regulatory Fashion Minute



@federationdupap

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GENERATIONS OF THE ENCHANTED

What young people think

91%

The students interviewed perceive fashion as an exciting sector.

less than

1/4

Young people believe that fashion is a socially responsible industry.

62%

want a balanced job with meaning and well-being

91%

The students interviewed perceive fashion as an exciting sector.

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Expectations of a manager

74% Qualities of listening, transparency and kindness

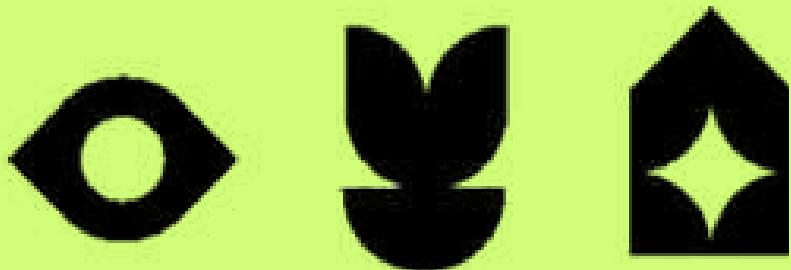
60% Transmission and pedagogy

59% of recognition: autonomy, trust, team empowerment, team spirit



Source: Consultation conducted by the PAP Federation with more than 400 fashion students (February 2025).

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A CYBORG MODE

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AI, A NEW "CREATIVE GPS"?

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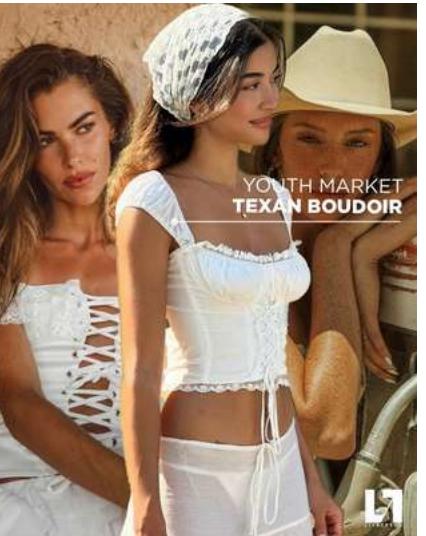
Tagwalk

Tendances

Resort 2026



Livetrend

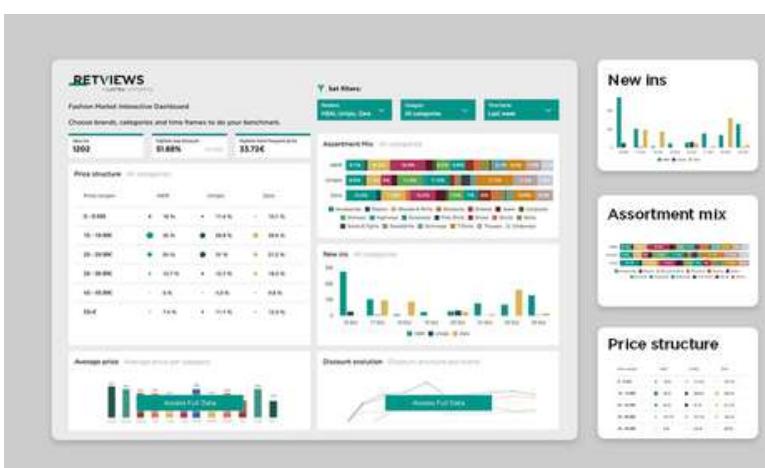


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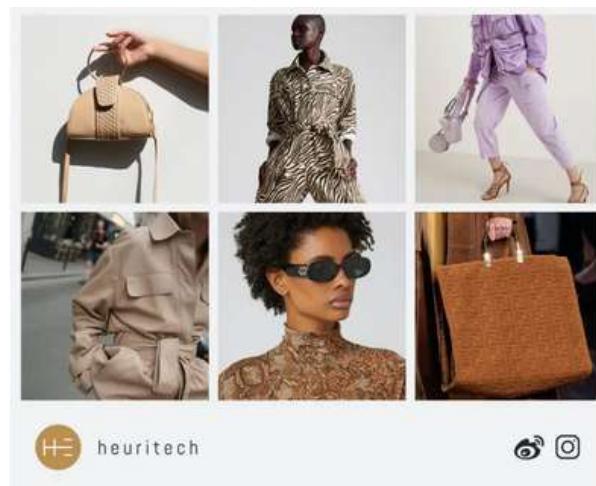


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heuritech



Discover Livetrend



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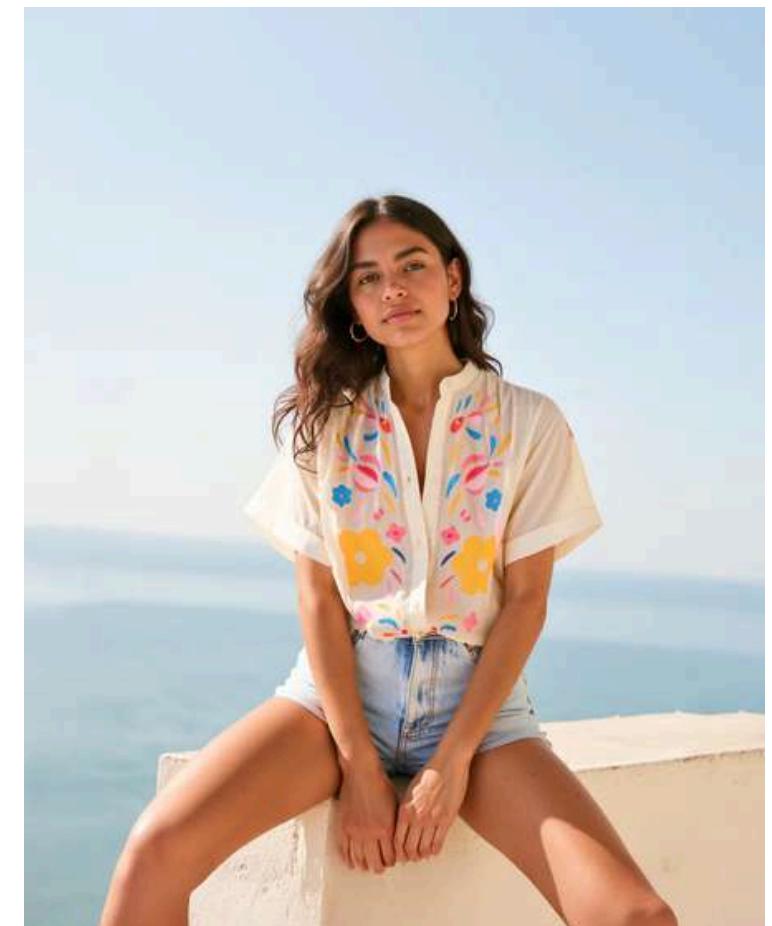
AN ENHANCED CONTENT FACTORY



@heimstone



@sacrecoeur



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58%

Consumers who shop with AI assistance say it helps them in their clothing selection.

75%

the percentage of e-commerce companies that will have adopted AI solutions to improve their customer experience by 2026.

Source: McKinsey, "State of AI" report (2024)

EXPERIENCE AI

How does AI enhance the customer experience?

1. Transformation of the brand-customer relationship

2. Product Recommendations

3. Unified performance management and team support

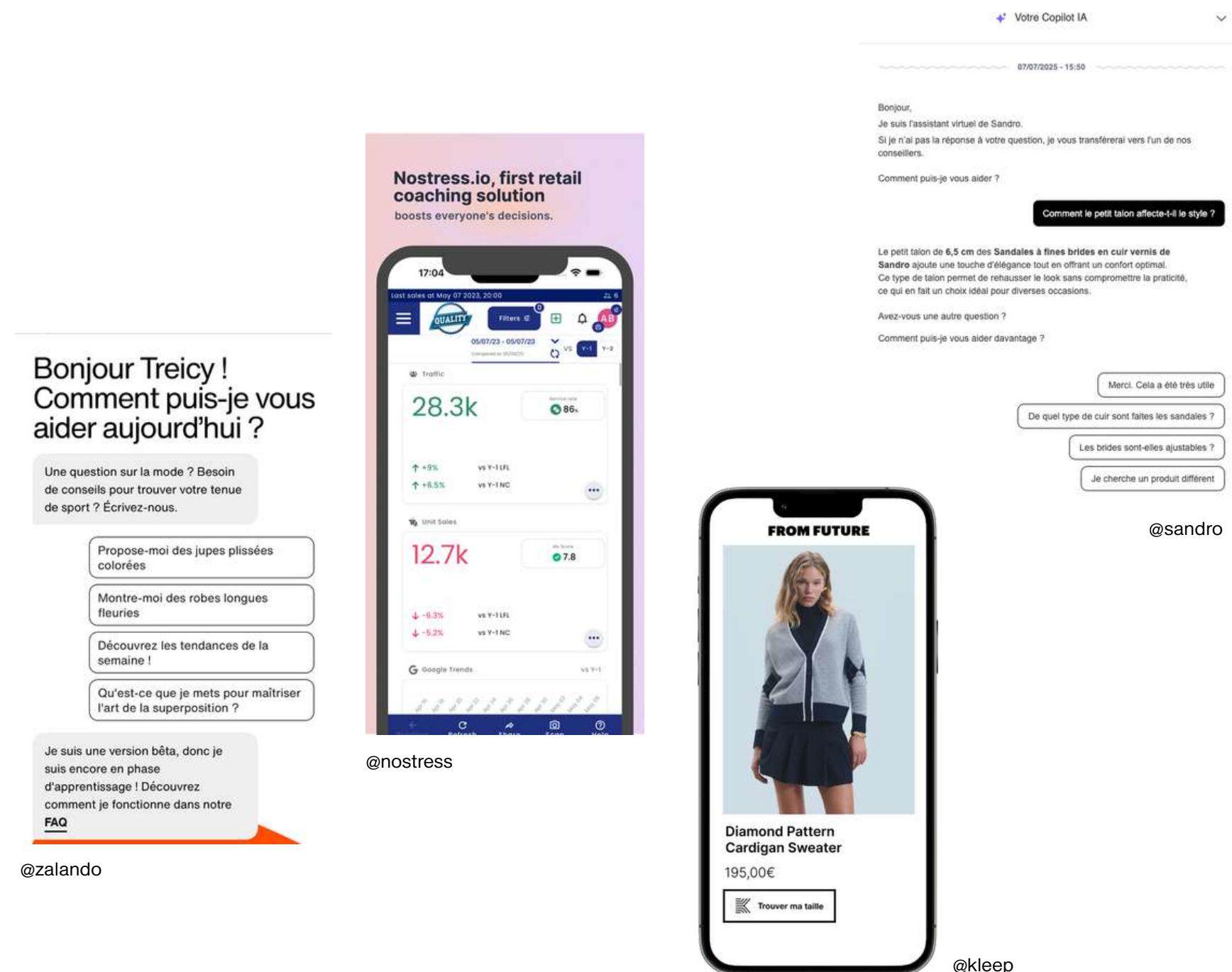
4. After-sales service and customer support

5. Size recommendation and virtual try-on

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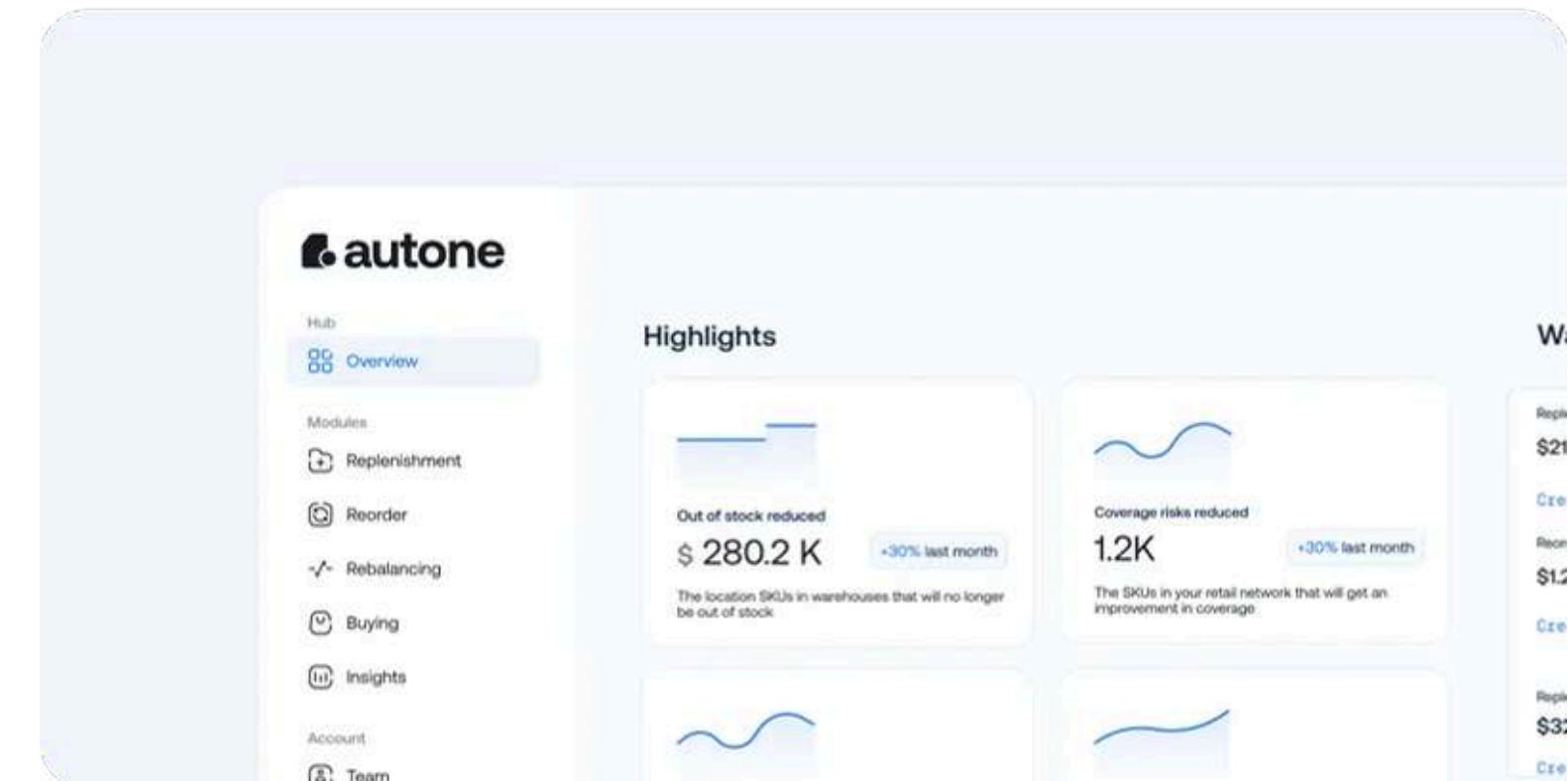


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PRODUCING MORE RESPONSIBLY THANKS TO AI?

L'Andam remet son prix de l'innovation 2025 à Losanje

Créé en 2017, le prix de l'innovation du concours de mode [Andam](#) couronne pour sa huitième édition deux start-ups françaises. L'Association nationale pour le développement des arts et de la mode récompense cette année Losanje, qui a inventé une technologie pour industrialiser l'upcycling textile. Elle décerne aussi pour la première fois un prix spécial à Goldeneye Smart Vision, une solution développée par l'entreprise Apollo Plus, qui s'appuie sur l'apprentissage automatique avancé et l'IA pour révolutionner le contrôle de la qualité des tissus.



“Technology will not save French fashion — but without it, she won't be able to get back on her feet.”

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SAVE AND CARE

Post-purchase: a new El Dorado for fashion brands?

30%

Fashion professionals consider repair services primarily as a matter of customer experience.

source : The Good Goods (2024)

1000

Estimated size of the after-sales services market by 2030

source : Allied Market Research (2023)

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billions of euros

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SAVE AND CARE

Post-purchase: a new El Dorado for fashion brands?

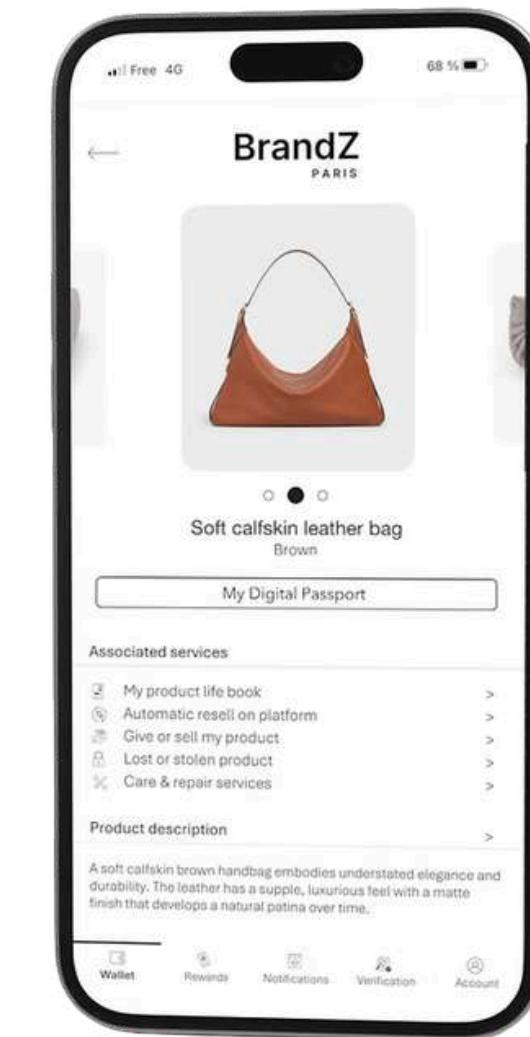
“Unlike the pre-purchase phase, (...) the post-purchase phase is the fertile ground where loyalty and long-term value are built.”

Gaelle Delore, CEO Trust-Place

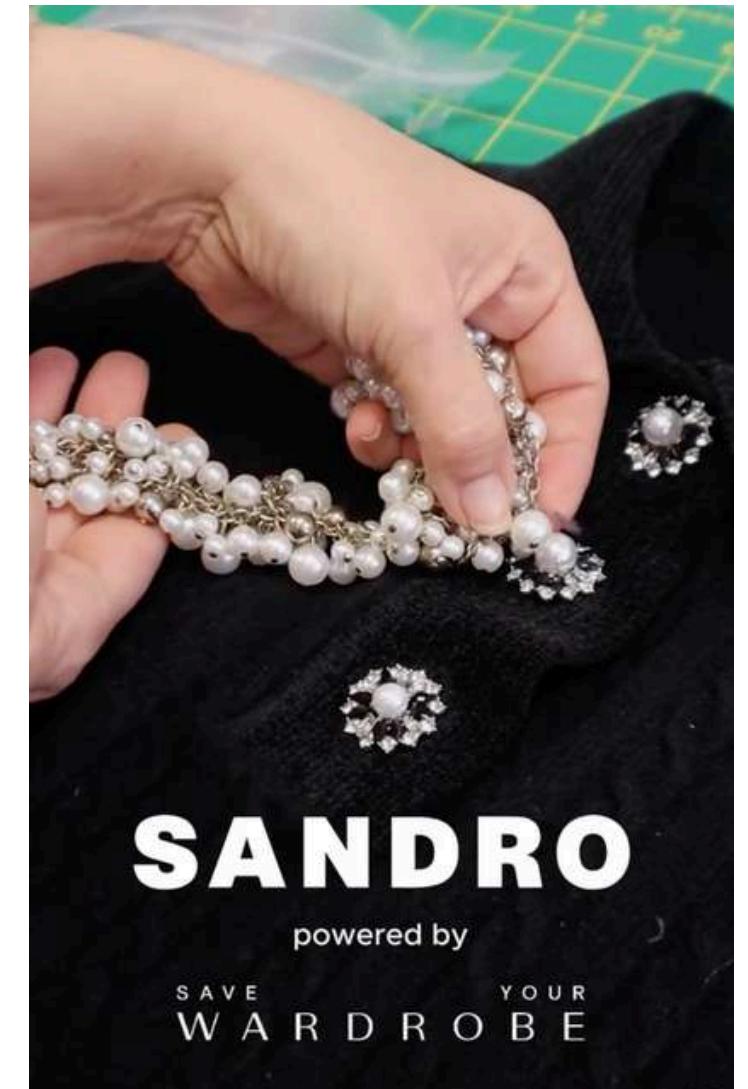
-20%

intrinsic costs for brands related to after-sales service flows following the implementation of an automated post-purchase service

source : Prolong (2025)



@trust.place



@saveyourwardrobe

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KEY TAKEAWAYS

Fashion opens up new territories of expression and creation in service of the business model.

The principle of fashion brands is changing, and the fashion item is becoming a means

International business is becoming more complex and increasingly demands expertise and market understanding.

An inclusive, collaborative approach becomes a principle, both with regard to generations and respect for communities.

The regulations are becoming more specific and binding.

The integration of technology into fashion is accelerating and becoming a weakness for brands that ignore it.

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This presentation is an excerpt from the Flair edition · Seizing the fashion challenges of tomorrow published annually by the French Federation of Women's Ready-to-Wear.



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**La Fédération Française
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Les solutions pour l'avenir de la mode

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