

# WSN ACADEMY

 Learn  
 Grow  
 Innovate

## ADDRESSING THE FASHION CHALLENGES OF TOMORROW

FEDERATION  
FRANÇAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANÇAISE DES INDUSTRIES  
MODE & TEXTILEMENT



01 FASHION UNDER INFLUENCE

02 FASHION NATIONS

03 PARALLEL UNIVERSES

04 GEEKS

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & TEXTILE CLOTH



autone



CentricSoftware



ikko

KARMEN

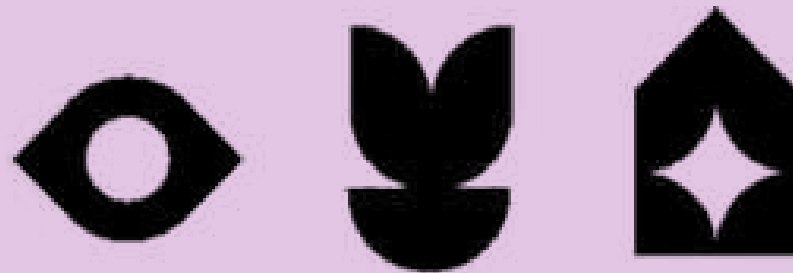
MAISON  
DU SAVOIR-FAIRE  
DE LA CREATION



payplug

planA

WSN ACADEMY



FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & TEXTILEMENT



 **autone**

  
L'Atelier  
des Matières

 CentricSoftware®



**ikko** **KARMEN**

 **MAISON  
DU SAVOIR-FAIRE  
DE LA CREATION**

  
**nostress**  
Le coach digital  
des retailers

 **payplug**

**planA**

# 01

---

# FASHION UNDER INFLUENCE

THE ART OF BLENDING

**WSN ACADEMY**



# THE “LIFESTYLING” OF FASHION

continues



@erevanofficiel



@supraw x iRun



@louisemisha



@thelemonadehomeparis



@callitbyyourname



# A RECOMPOSITION OF THE BALANCES

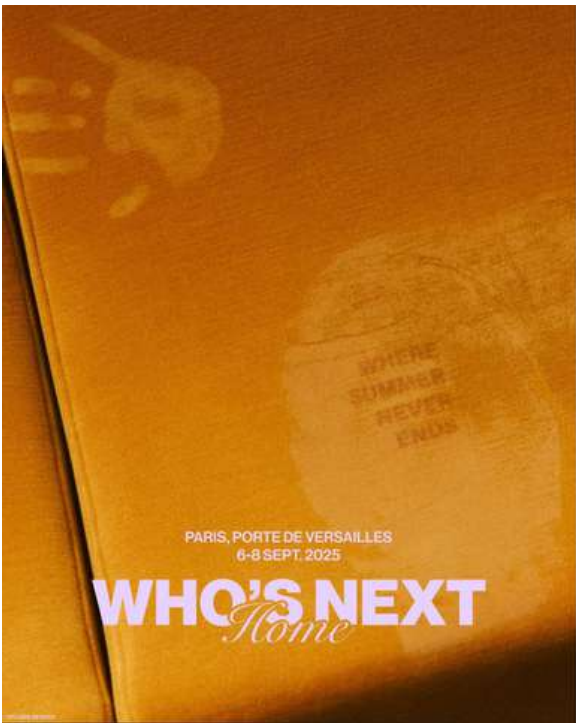
particularly in the area of distribution



@mmw.collective



@matterandshape



@wsn.paris



@maisonetobjet



# COMMUNITY LEVERS

physical and digital

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



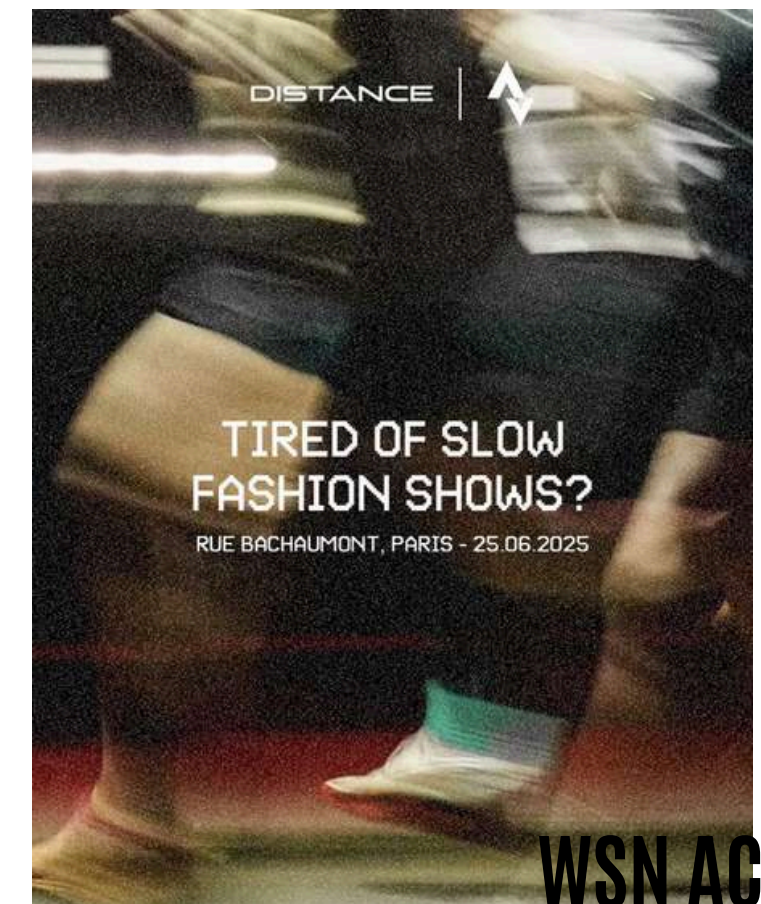
@cafekitsuné

@cafe\_encre



@steelcoffeeshop

@distanceathletics



WSN ACADEMY



# READY TO INSPIRE

the appetite for hospitality

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT

DEFI  
LA MODE DE FRANCE



@baofamily in collaboration with Puma



APC x Myd collaboration for the Fête de la Musique



Quiet Hiking Club x Stance EU



@walkinparis

WSN ACADEMY



# GENETICALLY MODIFIED TRADEMARK

business hybridization

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



@madameaditoui

## DEVENEZ AMBASSADEUR-RICE TOMO.

Vous aimez TOMO Clothing ? Vous vous voulez faire découvrir la marque à vos proches ou votre communauté ?

Rejoignez notre programme d'affiliation et gagnez en moyenne 10% de commission pour chaque recommandation.

S'INSCRIRE.

SE CONNECTER.

@tomoclothing



Join the tern®  
community

Apply now

Already a member?

[Log in](#)



@tern

WSN ACADEMY



# NEW RULES OF INFLUENCE

## Framing the acceleration

FEDERATION  
FRANÇAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANÇAISE DES INDUSTRIES  
MODE & HABILLEMENT



@lenasimone for Chantelle



@maoui2saintdenis pour Loewe

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



@federationdupap

WSN ACADEMY



FEDERATION  
FRANÇAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANÇAISE  
DES INDUSTRIERS  
DE LA MODE



autone

L'Atelier  
des Matières

CentricSoftware®

DHL

ikko

KARMEN

MAISON  
DU SAVOIR-FAIRE  
DE LA CREATION

nostress  
Le coach digital  
des retailers

payplug

planA

02

# FASHION NATIONS

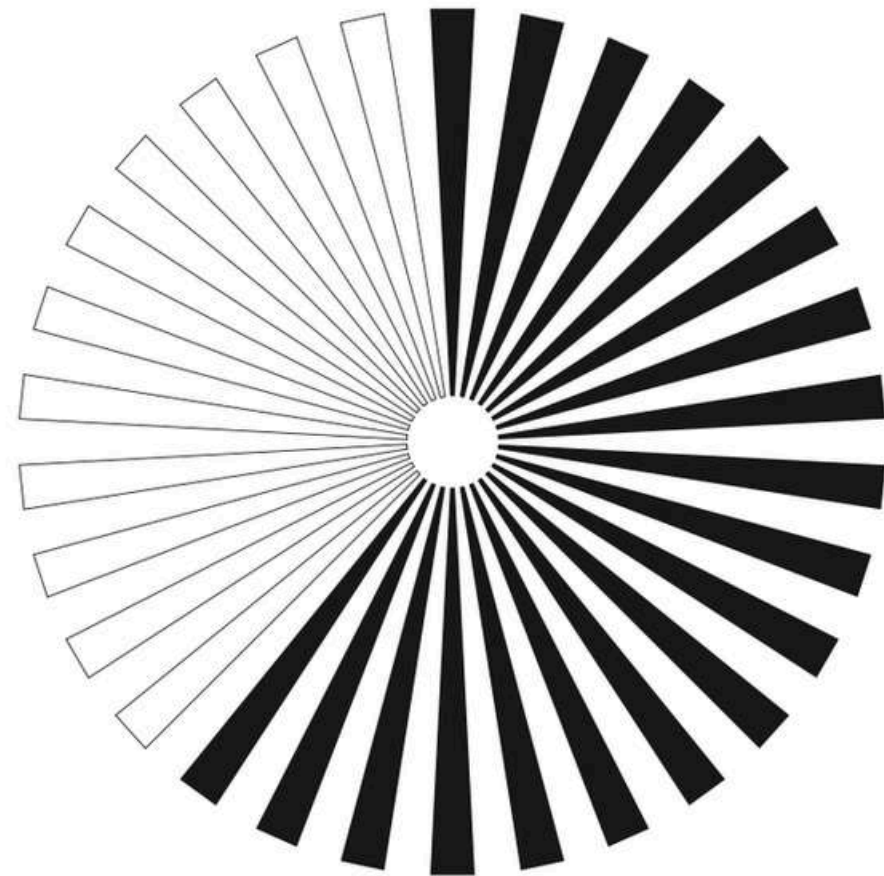
A WORLD OF OPPORTUNITY

WSN ACADEMY



# 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

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



# 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

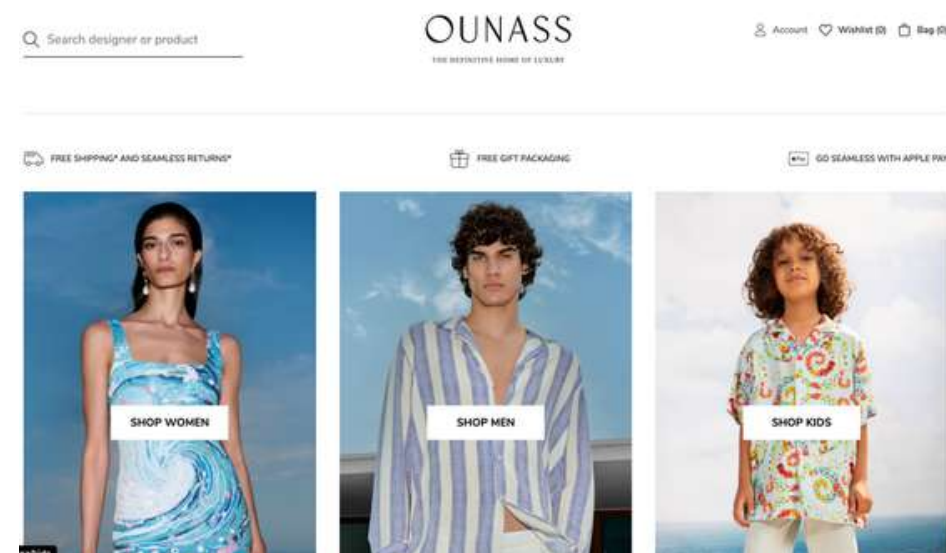
3. E-commerce: a real lever for growth with logistical challenges.

Our international operations



FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



Ounass



Counter 102 in Dubai



The Galleria

**WSN ACADEMY**



# BRANDS TO WATCH INTERNATIONALLY

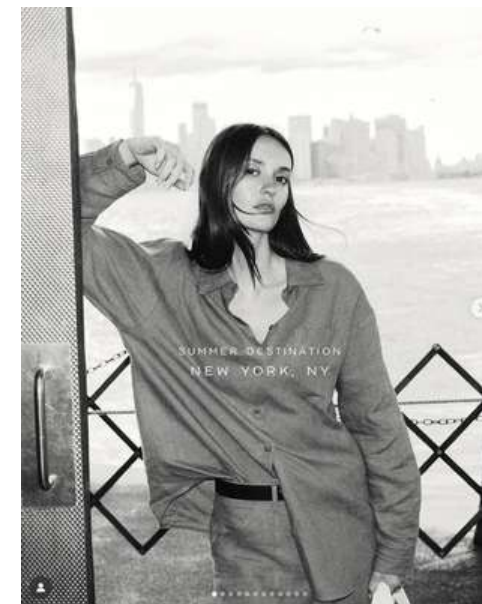
FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT

DEFI  
LA MODE DE FRANCE



@RowenRose, winner of the DHL International Fashion Talent Award



@vanessasposi



@bazizst



@miicollection



@americanvintage

WSN ACADEMY

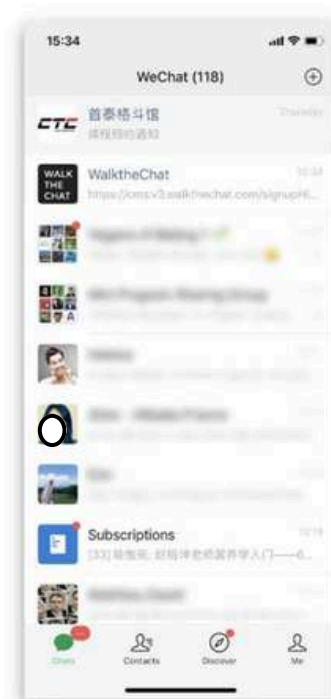
# CHINA, UNLEARNING TO UNDERSTAND

A unique model: all-in-one



1,35 billion

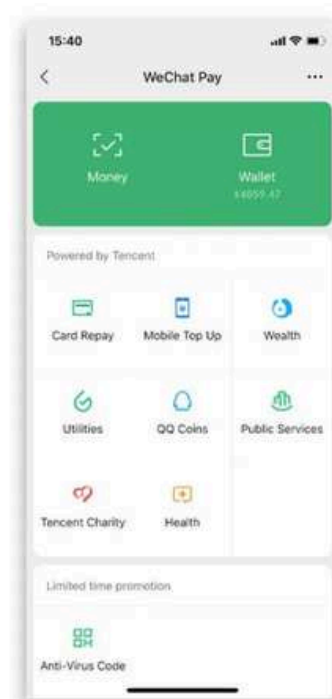
of WeChat users: blurring the lines between communication and sales.



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.

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT

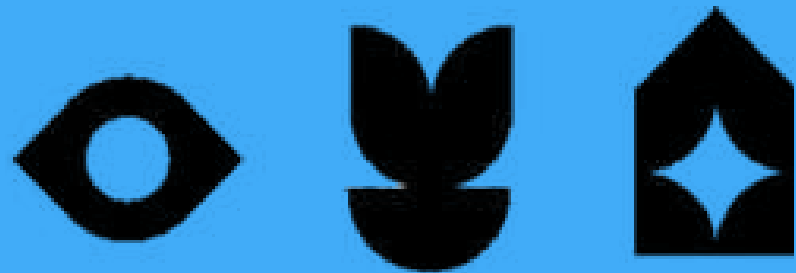


Weibo, the "Chinese Twitter"

Kuaishou, a competitor of Douyin with 714 million users

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





FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
TEXTILES & DE LA COUTURE

DEFI  
LA MODE DE FRANCE

autone

L'Atelier  
des Matières

CentricSoftware

DHL

ikko

KARMEN

MAISON  
DU SAVOIR-FAIRE  
DE LA CREATION

nostress  
Le coach digital  
des retailers

payplug

planA

03

# PARALLEL UNIVERSES

THINK ABOUT TOMORROW

WSN ACADEMY

# STORIES AND COMMUNITIES

who no longer speak to each other





# 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.

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HAUT-LEVELE



## January 2026

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

# SOLUTIONS

facing the problems

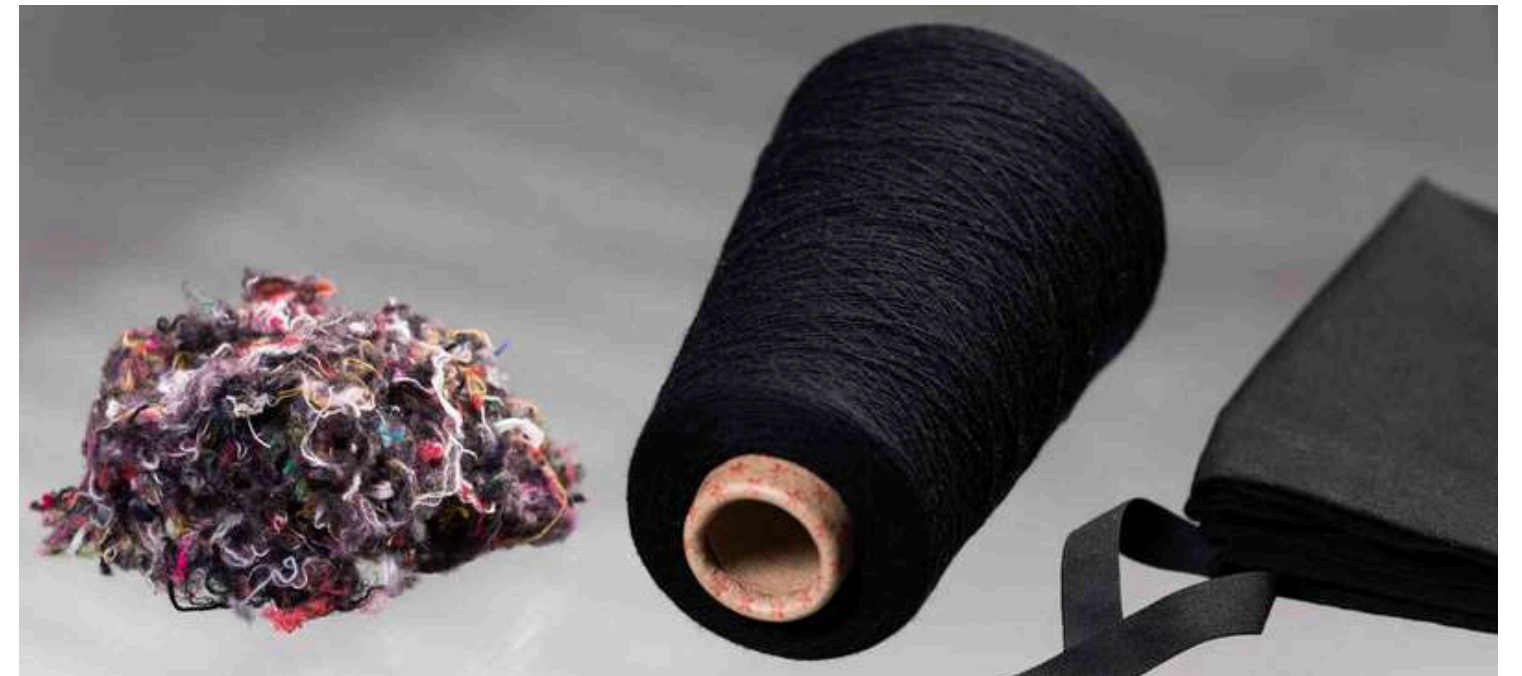


@pictureorganic

L'Atelier  
des Matières



@latelierdesmatieres



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

# 99%

Some brands' carbon emissions originate from their supply chain.

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



Recyclability assessment

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

Revaluation of brand resources and eco-design

**WSN ACADEMY**



# 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

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



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

**WSN ACADEMY**

# GENERATIONS OF THE ENCHANTED

What young people think

91%

The students interviewed  
perceive fashion as an exciting  
sector.

less than  $\frac{1}{4}$

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.

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



## Expectations of a manager

74% Qualities of listening, transparency  
and kindness

60% Transmission and pedagogy

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

MODART  
INTERNATIONAL

MOD  
SPE  
PARIS  
FASHION SCHOOL

ESMOD  
1841

LISAA  
MODE

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

WSN ACADEMY





FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & TEXTILE FEMININ



 **autone**

  
L'Atelier  
des Matières

 CentricSoftware®



**ikko**

**KARMEN**

MAISON  
DU SAVOIR-FAIRE  
DE LA CREATION

  
**nostress**  
Le coach digital  
des retailers

 **payplug**

**planA**

# 04

## GEEKS

### A CYBORG MODE

**WSN ACADEMY**

# AI, A NEW "CREATIVE GPS"?

Tagwalk

Tendances  
Resort 2026



Livetrend

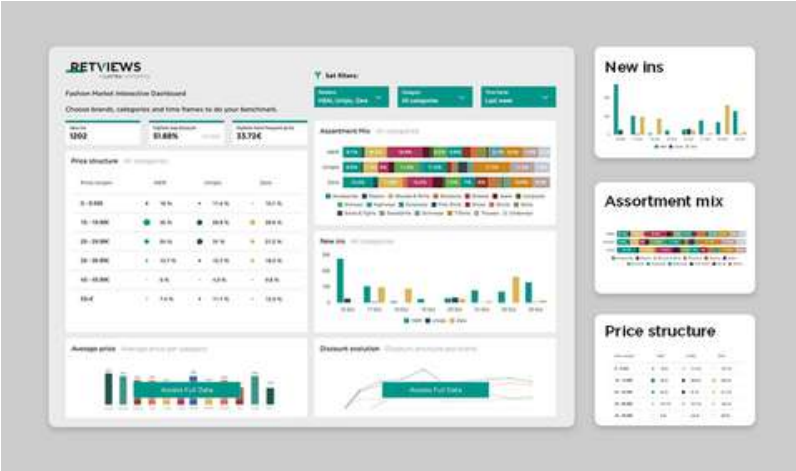


imki

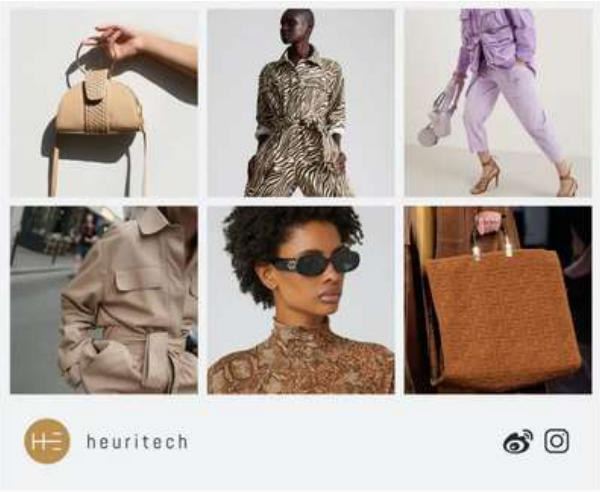


WGSN

RETVIEWS



heuritech



Discover Livetrend



WSN ACADEMY



# AN ENHANCED CONTENT FACTORY

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



@heimstone



@sacrecoeur



WSN ACADEMY

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

Bonjour Treicy !  
Comment puis-je vous aider aujourd'hui ?

Une question sur la mode ? Besoin de conseils pour trouver votre tenue de sport ? Écrivez-nous.

Propose-moi des jupes plissées colorées

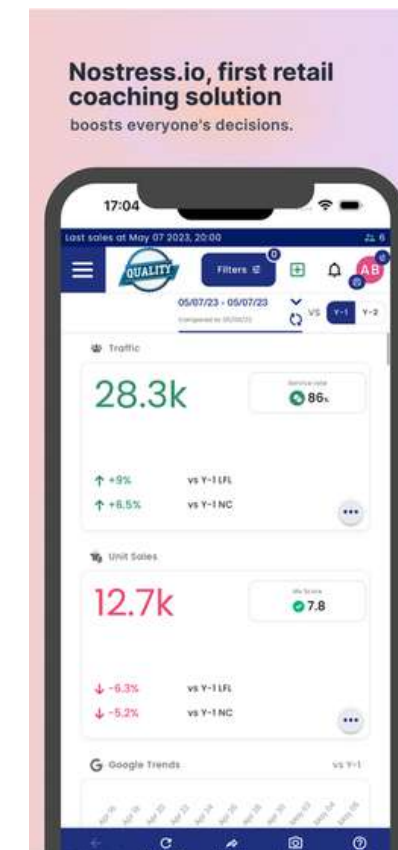
Montre-moi des robes longues fleuries

Découvrez les tendances de la semaine !

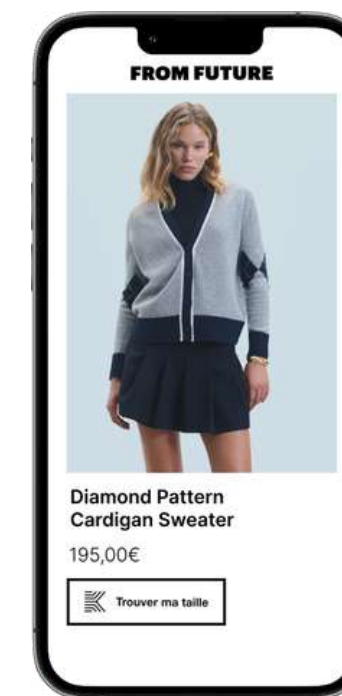
Qu'est-ce que je mets pour maîtriser l'art de la superposition ?

Je suis une version bêta, donc je suis encore en phase d'apprentissage ! Découvrez comment je fonctionne dans notre FAQ

@zalando



@nostress



@kleep

FEDERATION  
FRANÇAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANÇAISE DES INDUSTRIES  
MODE & HABILEMENT



@sandro

Merci. Cela a été très utile

De quel type de cuir sont faites les sandales ?

Les brides sont-elles ajustables ?

Je cherche un produit différent

WSN ACADEMY

# PRODUCING MORE RESPONSIBLY THANKS TO AI?

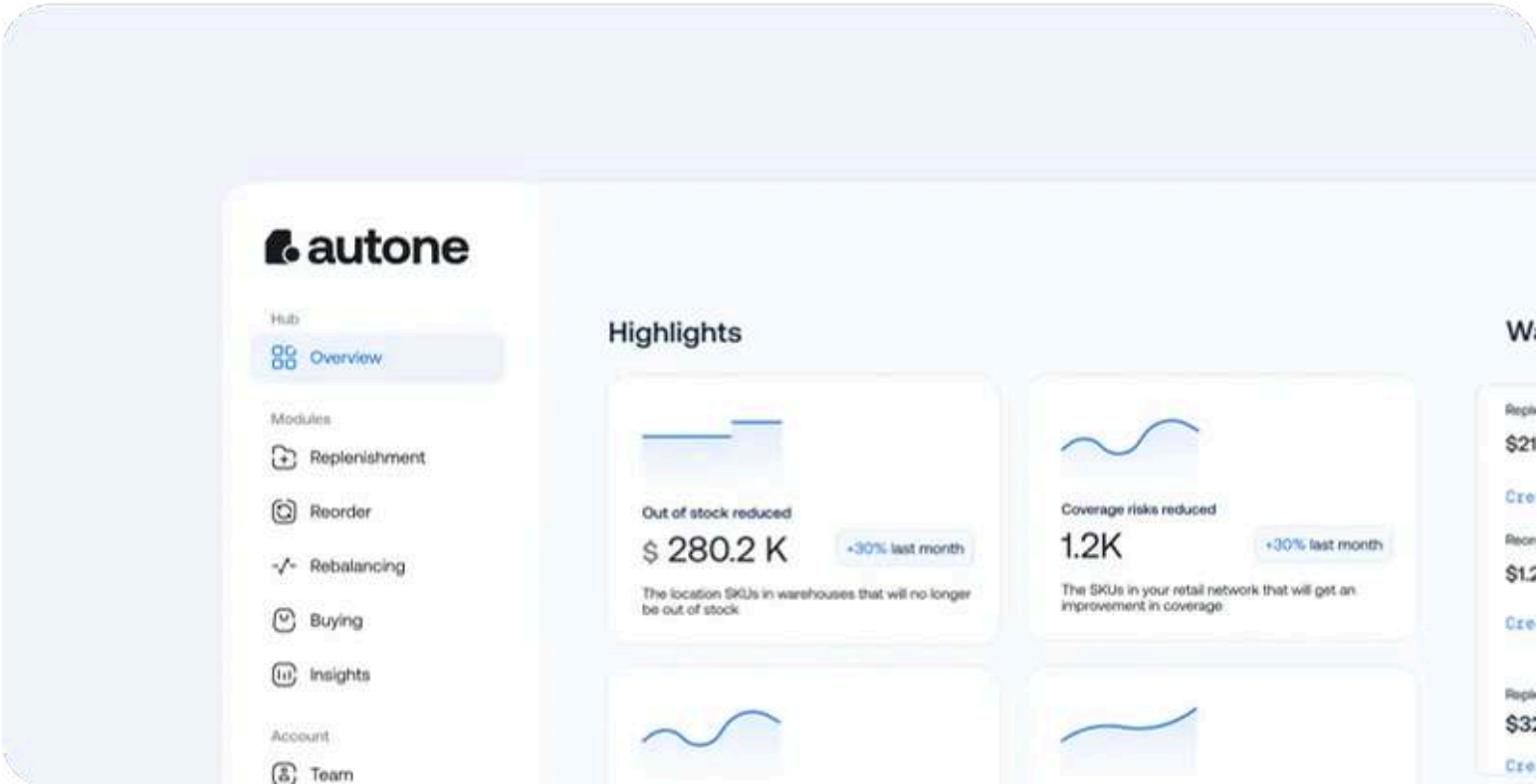
FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLE-MENT



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

Cr   en 2017, le prix de l'innovation du concours de mode Andam couronne pour sa huiti  me   dition deux start-ups fran  aises. L'Association nationale pour le d  veloppement des arts et de la mode r  compense cette ann  e Losanje, qui a invent   une technologie pour industrialiser l'upcycling textile. Elle d  cerne aussi pour la premi  re fois un prix sp  cial    Goldeneye Smart Vision, une solution d  velopp  e par l'entreprise Apollo Plus, qui s'appuie sur l'apprentissage automatique avanc   et l'IA pour r  volutionner le contr  le de la qualit   des tissus.



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

Centric Software

WSN ACADEMY



# SAVE AND CARE

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



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)

billions of  
euros

# SAVE AND CARE

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



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

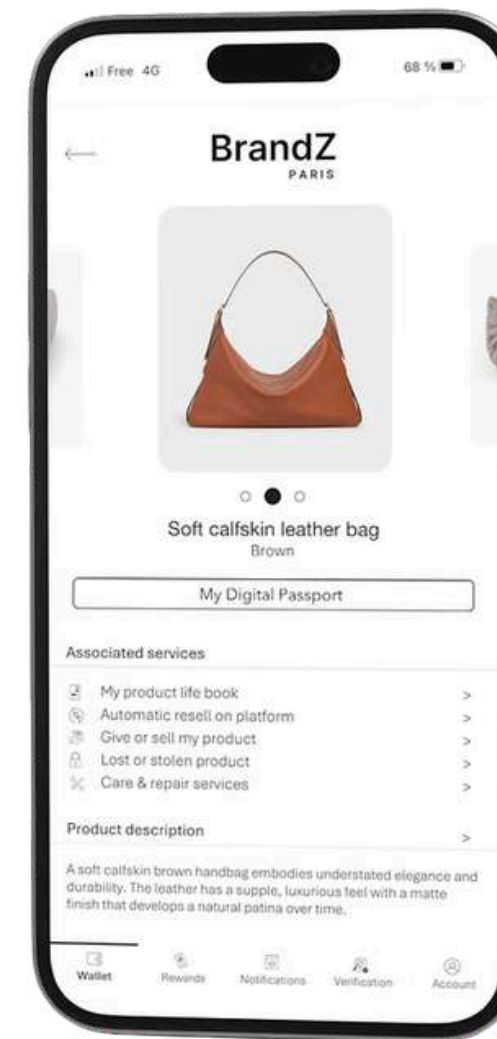
“Unlike the pre-purchase phase, (...) the post-purchase phase is the fertile ground where loyalty and long-term value are built.”

Gaëlle Delore, CEO Trust-Place

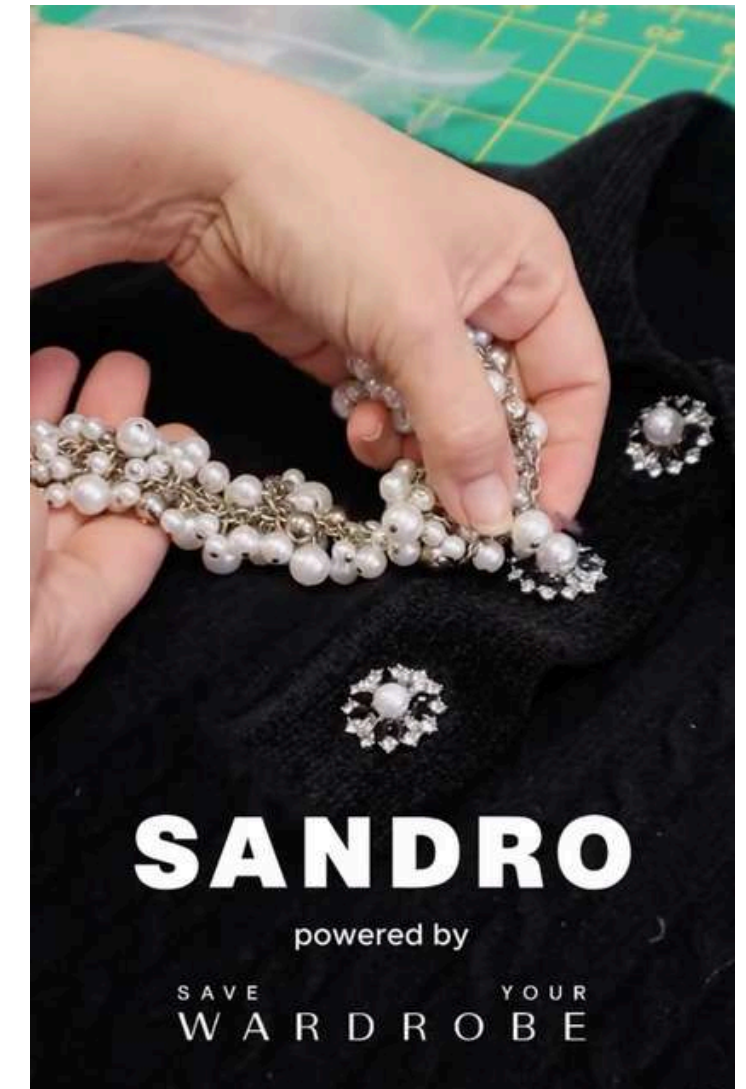
# -20%

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

WSN ACADEMY



# 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.

FEDERATION  
FRANCAISE  
DU PRET  
A PORTER  
FEMININ

UFIMH  
UNION FRANCAISE DES INDUSTRIES  
MODE & HABILLEMENT



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.



Download the complete guide now for free

**La Fédération Française  
du Prêt à Porter Féminin  
présente**

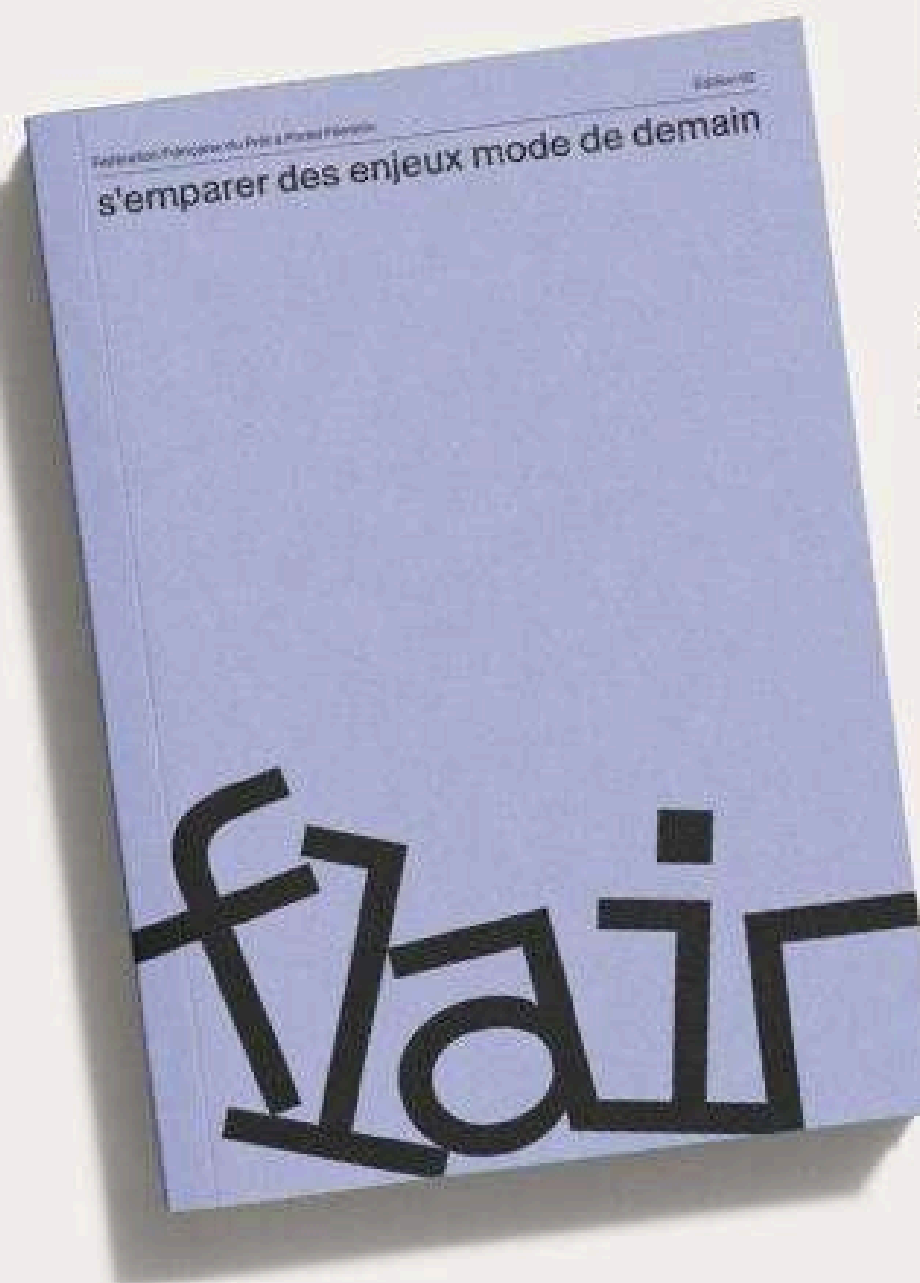
FÉDÉRATION  
FRANÇAISE  
DU PRÊT  
À PORTER  
FÉMININ

UFIMH  
UNION  
FÉDÉRALE  
DES  
INDUSTRIELS  
DE LA  
MODE



# Les solutions pour l'avenir de la mode

dans la 2e édition  
de son livre blanc **FLAIR**



**TÉLÉCHARGEZ  
FLAIR#2  
GRATUITEMENT**