

WSN ACADEMY



ADDRESSING THE FASHION
CHALLENGES OF TOMORROW: READY-
TO-WEAR FEDERATION

FEDERATION
FRANCAISE
DU PRET
A PORTER
FEMININ

UFIMH
UNION FRANCAISE DES INDUSTRIES
MODE & HABILLEMENT



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 & TEXTILEMENT



autone



CentricSoftware



ikko

KARMEN

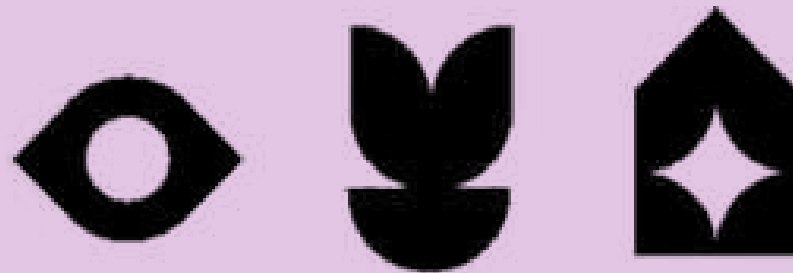
MAISON
DU SAVOIR-FAIRE
DE LA CREATION



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

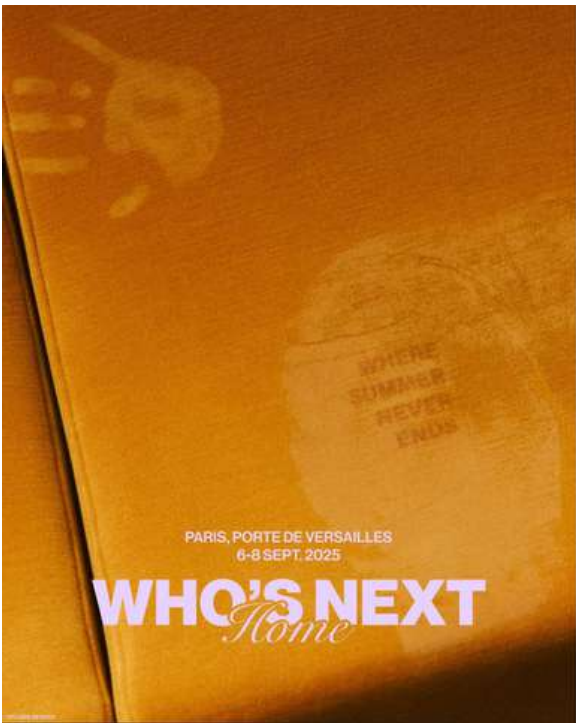
particularly in the area of distribution



@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

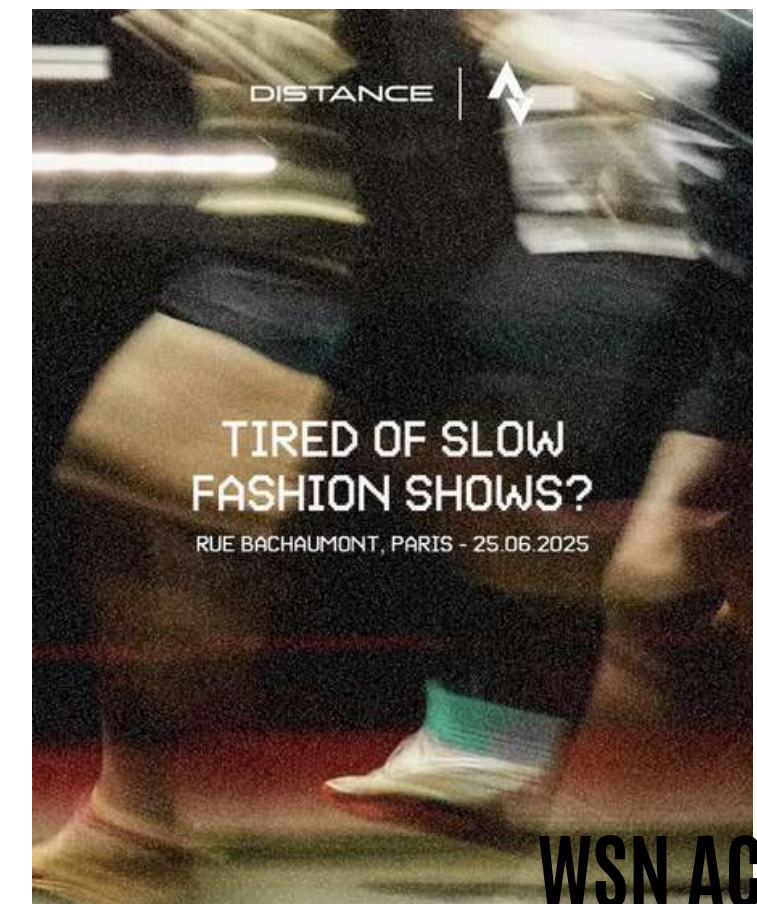
@cafe_encre



@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

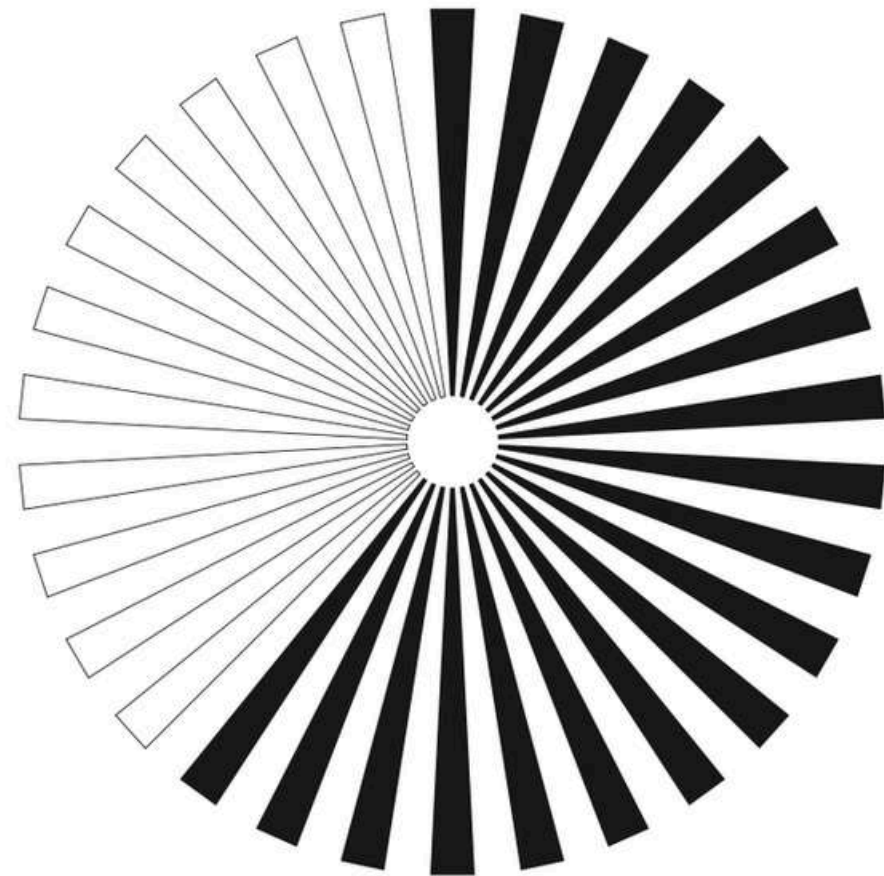
FASHION NATIONS

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

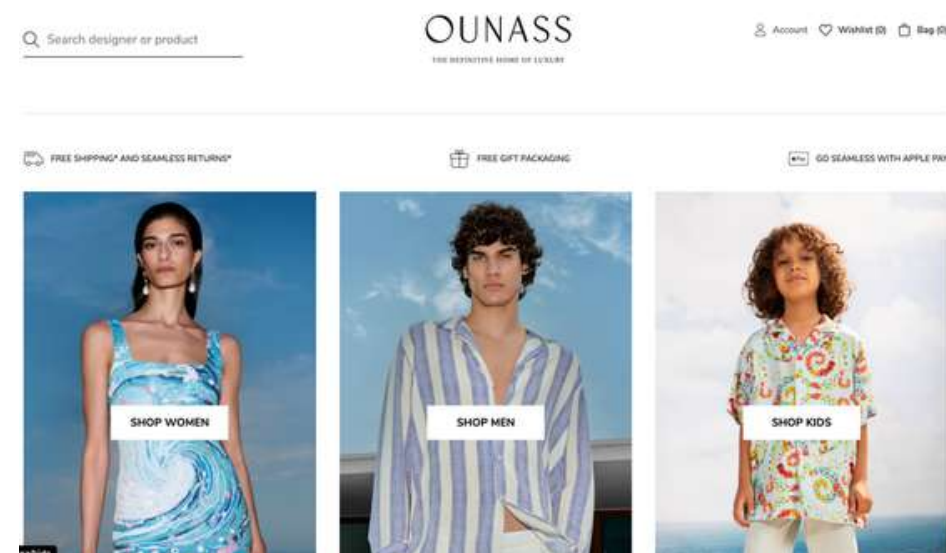
3. E-commerce: a real lever for growth with logistical challenges.

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

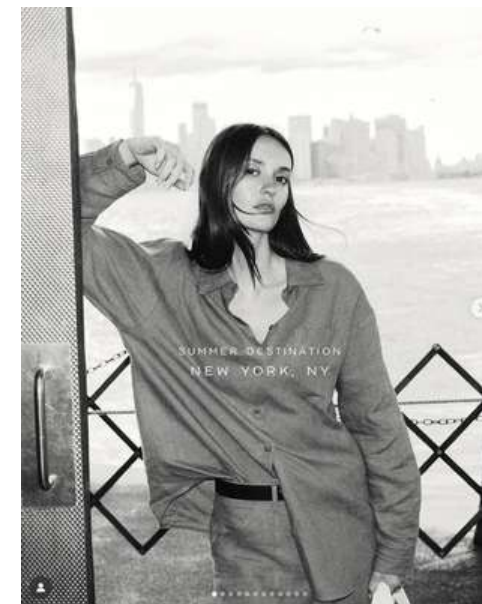
FEDERATION
FRANCAISE
DU PRET
A PORTER
FEMININ

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

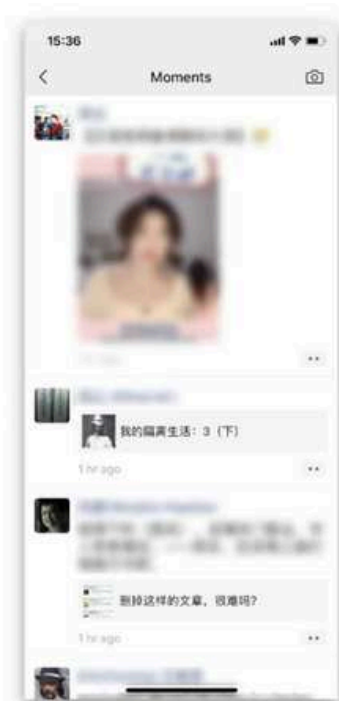


1,35 billion

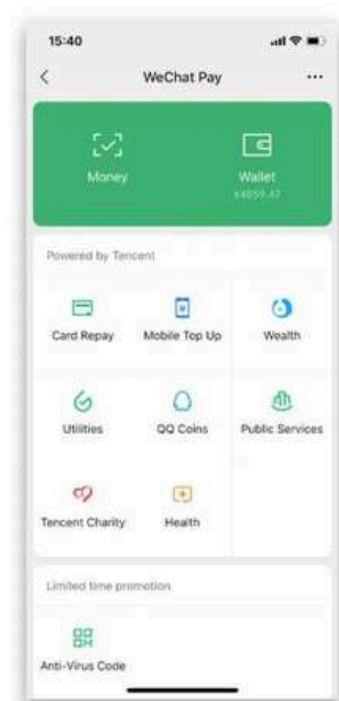
of WeChat users: blurring the lines between communication and sales.



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

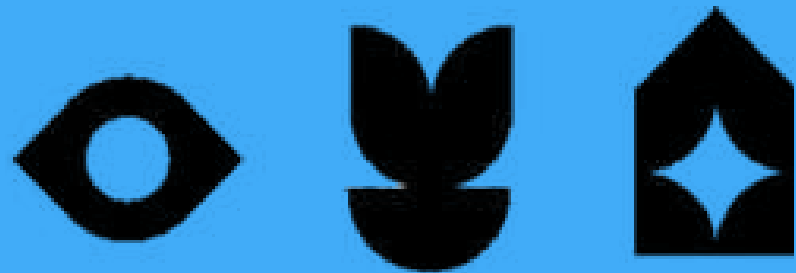
UFIMH
UNION FRANCAISE DES INDUSTRIES
MODE & HABILLEMENT



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 ET DE LA COUTURE



autone



CentricSoftware



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

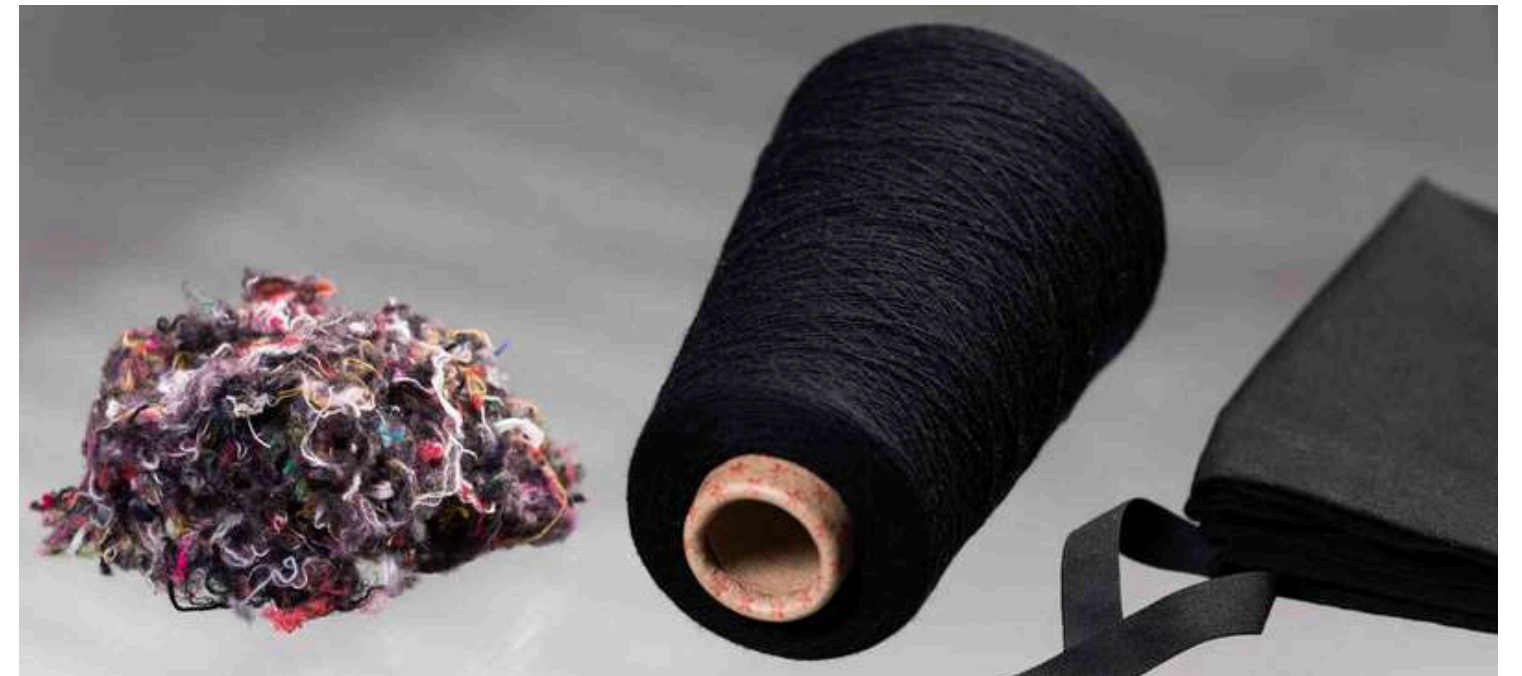


@pictureorganic

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.

Recyclability assessment

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

Revaluation of brand resources and eco-design

FEDERATION
FRANCAISE
DU PRET
A PORTER
FEMININ

UFIMH
UNION FRANCAISE DES INDUSTRIES
MODE & HABILLEMENT



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 & TEXTILE



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

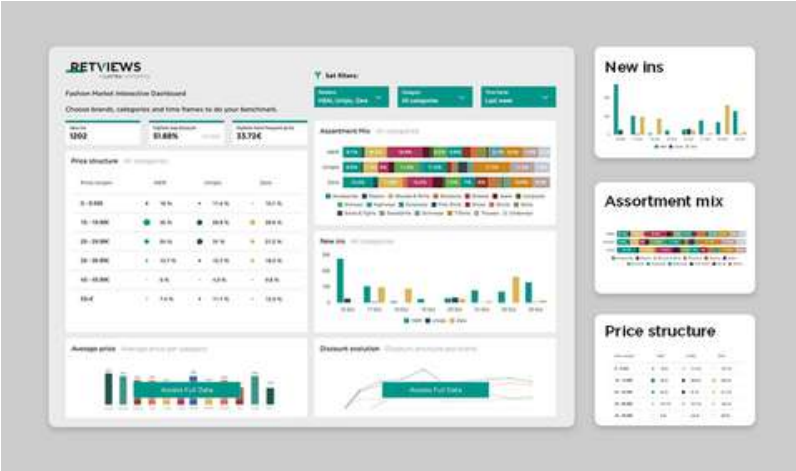


imki

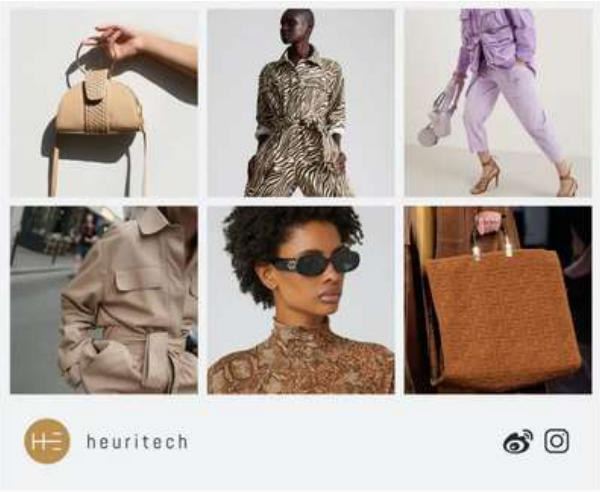


WGSN

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

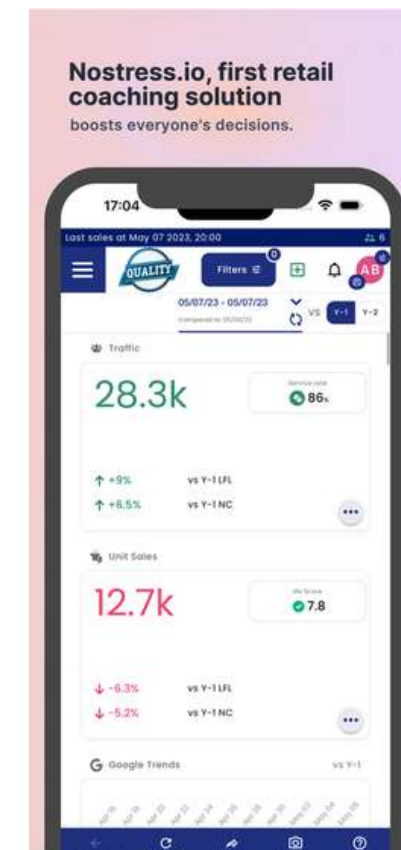
Montre-moi des robes longues fleuries

Découvrez les tendances de la semaine !

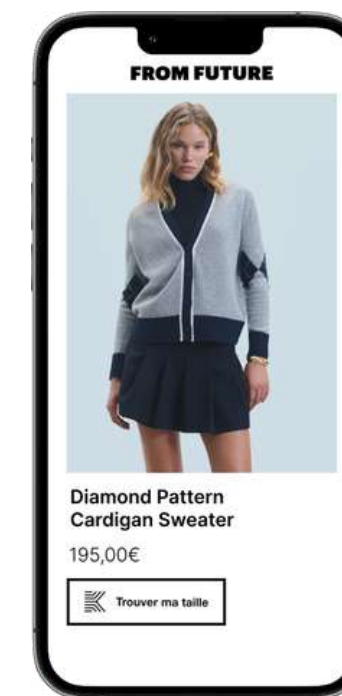
Qu'est-ce que je mets pour maîtriser l'art de la superposition ?

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 & HABILLEMENT



@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?

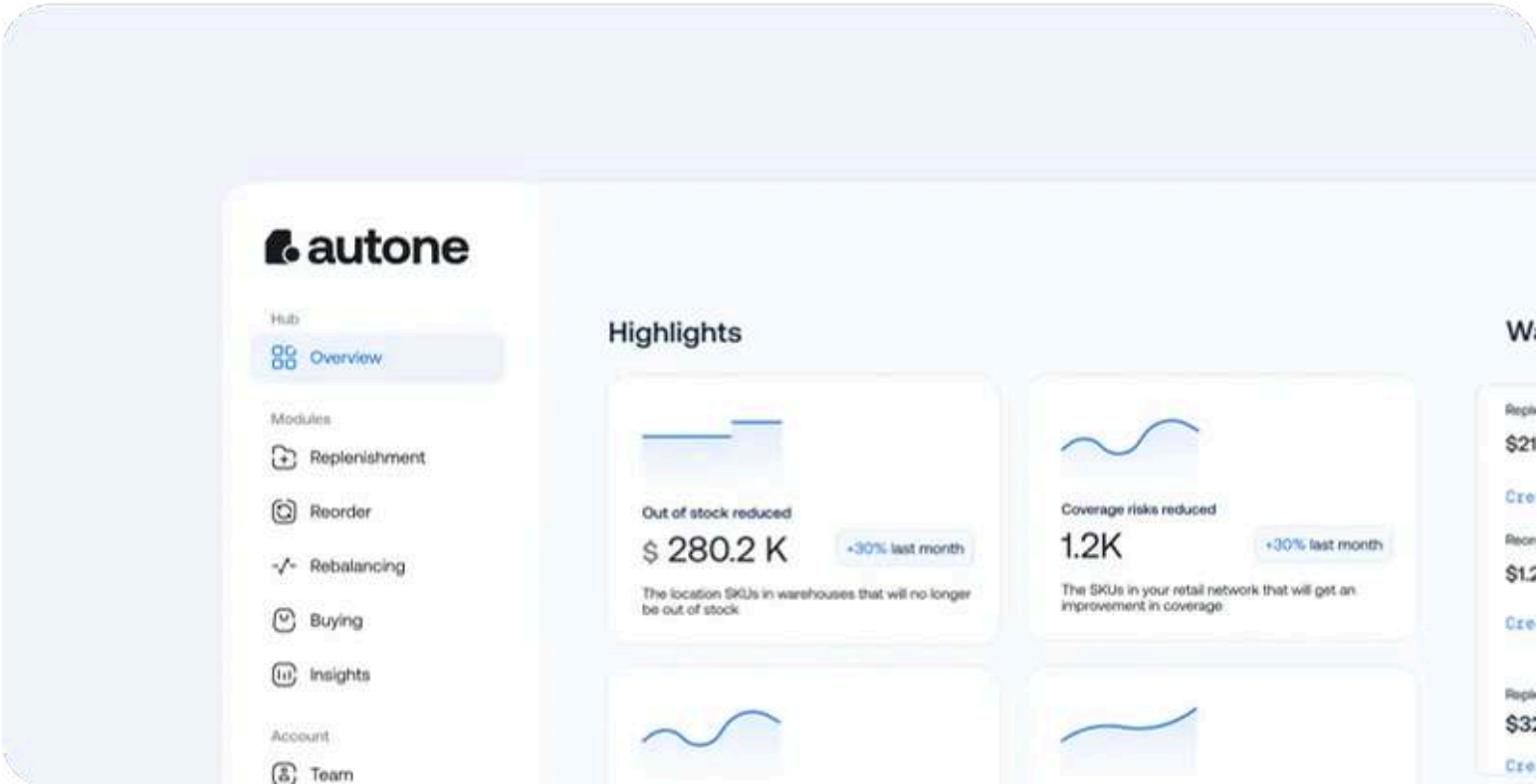
FEDERATION
FRANCAISE
DU PRET
A PORTER
FEMININ

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?

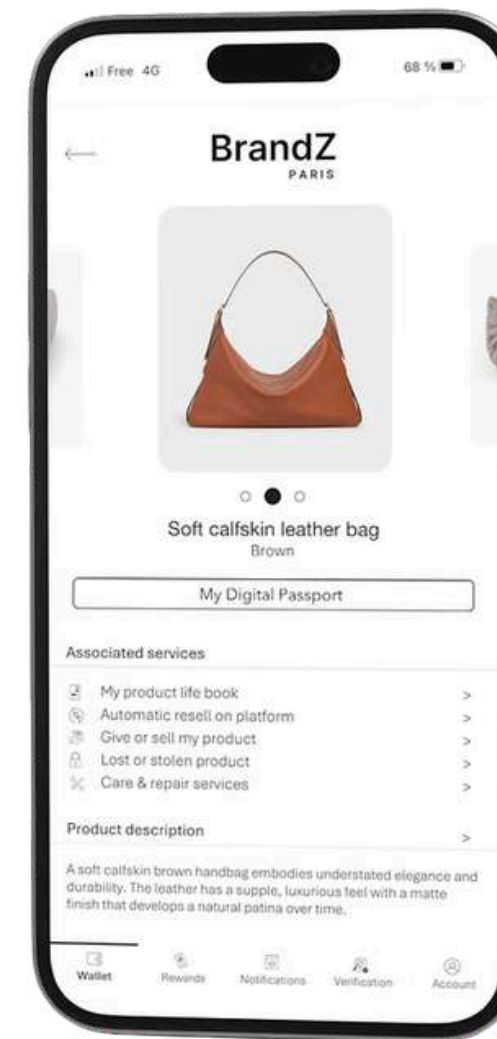
“Unlike the pre-purchase phase, (...) the post-purchase phase is the fertile ground where loyalty and long-term value are built.”

Gaëlle Delore, CEO Trust-Place

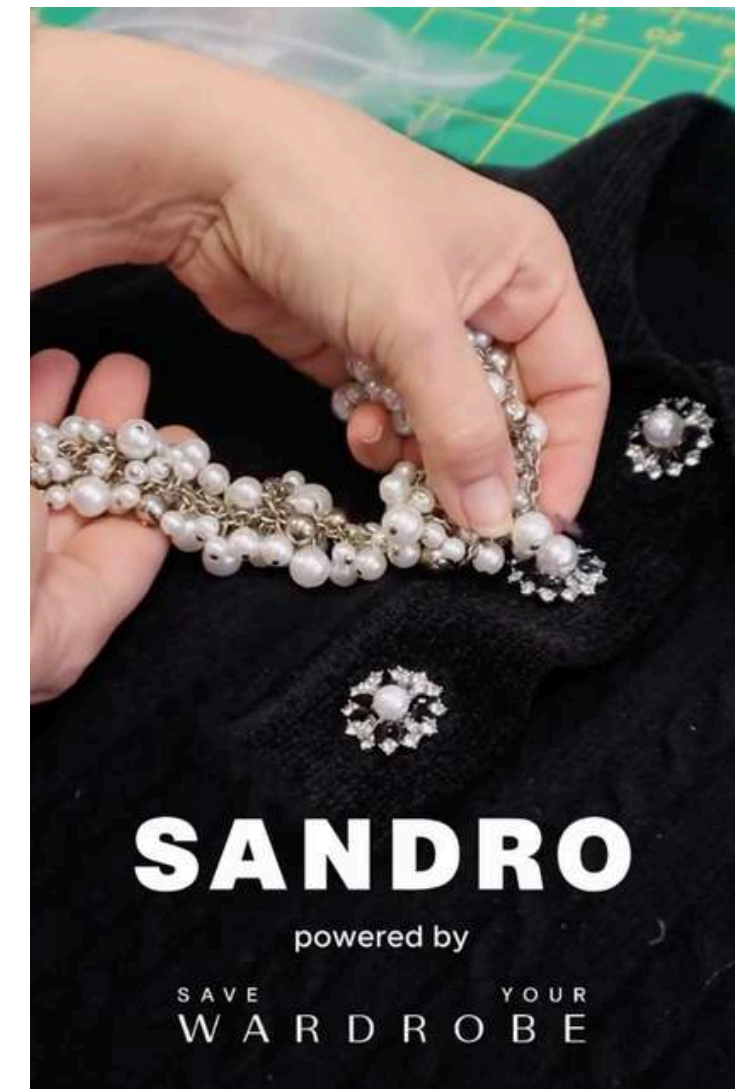
-20%

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**

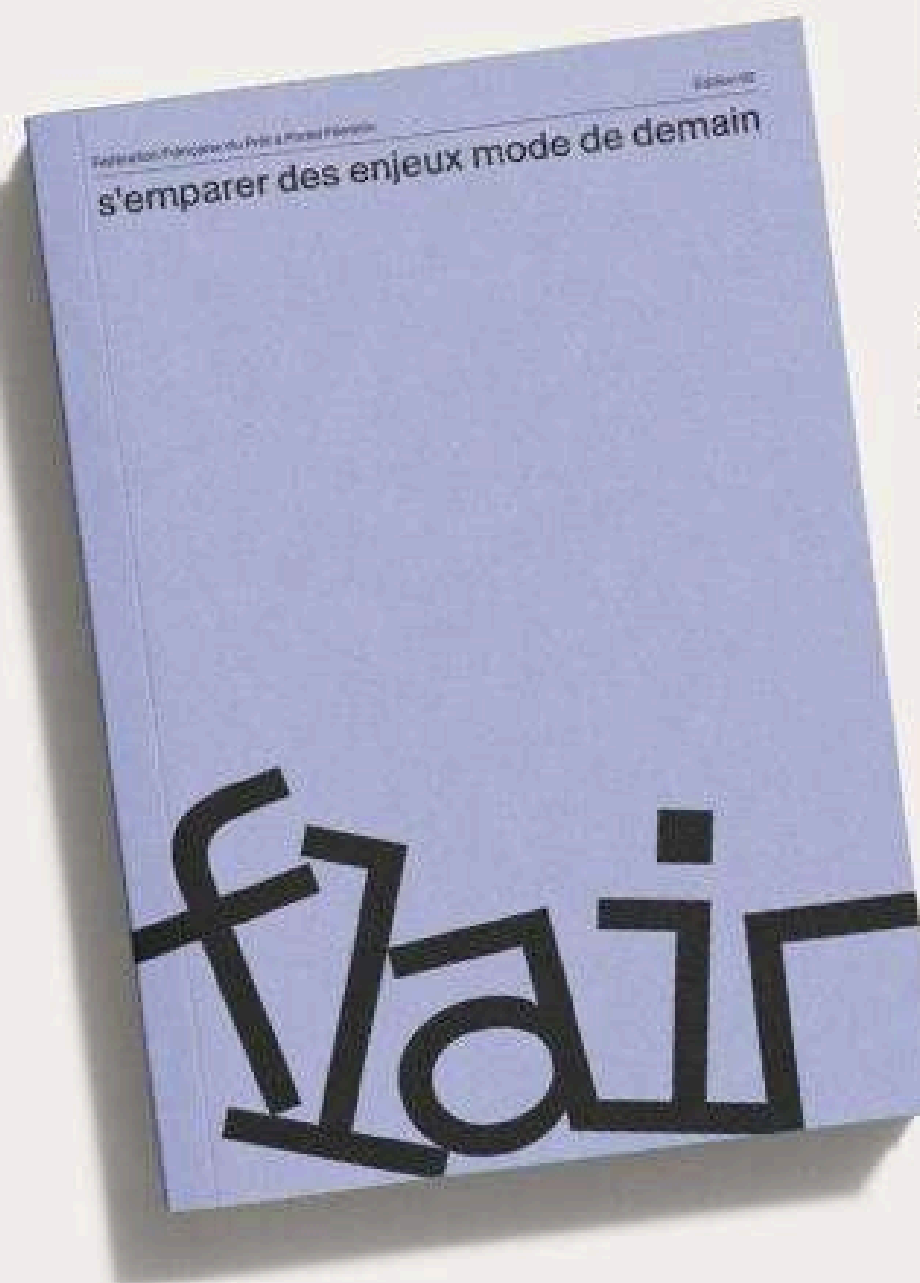
FÉDÉRATION
FRANÇAISE
DU PRÊT
À PORTER
FÉMININ

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**