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Learn
Grow
Innovate

COMMUNITIES: UNDERSTANDING AND ACTIVATING THEM TO TRANSFORM FASHION



01 THE FEDERATION

02 THE CONTEXT

03 THE COMMUNITIES

04 AWARDS ROLE MODEL

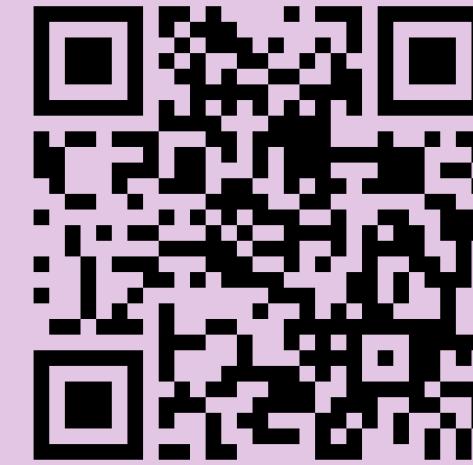


01

THE FRENCH FEDERATION OF WOMEN'S READY-TO-WEAR



*Join us on
Instagram*



A KEY PLAYER IN **THE TRANSFORMATIONS**
WOMEN'S READY-TO-WEAR

SUPPORTS BRAND LEADERS
ON ECONOMIC CHANGES,
CULTURAL, SOCIETAL

MISSION: TO GUIDE, ENLIGHTEN, EQUIP
IN RESPONSE TO EMERGING SIGNALS

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FRANCAISE
DU PRET
A PORTER
FEMININ



The Federation

always by your side

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02 THE CONTEXT

For what ?
Definition
Key points



02 - THE CONTEXT

WHY TALK ABOUT COMMUNITIES TODAY?

- FASHION IS UNDERGOING A STRUCTURAL TRANSFORMATION
- END OF THE PASSIVE CONSUMER
- RISE OF TRIBES, GROUPS, AND ENGAGED AUDIENCES



TRIBUS ENGAGEMENT
CULTURE
TRANSFORMATION

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02 - THE CONTEXT

DEFINITION: WHAT IS A COMMUNITY?

- A GROUP COMMITTED TO SHARED VALUES, AESTHETICS, OR PRACTICES
- A SPACE FOR IDENTIFICATION AND BELONGING
- A LEVER FOR CULTURAL AND ECONOMIC INFLUENCE



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02 - THE CONTEXT
FROM TARGET TO TRIBE

BEFORE: TRADITIONAL MARKETING SEGMENTATION.
TODAY: AFFINITY COMMUNITIES. TOMORROW: CO-CREATION AND LONG-TERM ENGAGEMENT.



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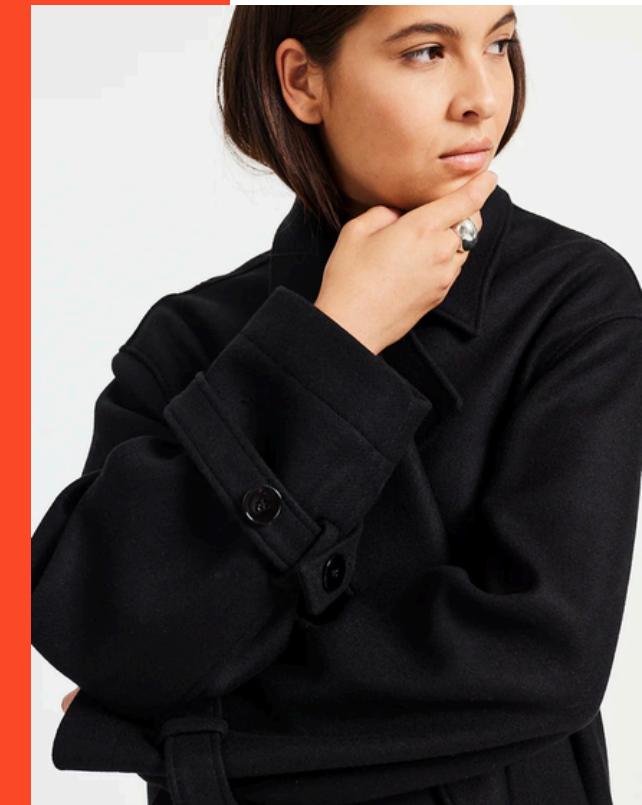
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02 - THE CONTEXT

COMMUNITIES ARE RESHAPING THE VALUE CHAIN

- CREATION
- PRESCRIPTION
- DISTRIBUTION
- DISINTERMEDIATION



Patina



Girl from Paris

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02 - THE CONTEXT

THE KEY ROLE OF PLATFORMS

- YOUTUBE, TIKTOK, INSTAGRAM
- CREATORS AS TRIBAL LEADERS
- COMMUNITIES AS AMPLIFIERS



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02 - THE CONTEXT

THE COMMUNITIES: WHAT ELLE EXPECTS FROM BRANDS

- AUTHENTICITY
- CONSISTENCY
- DIALOGUE
- GENUINE COMMITMENT



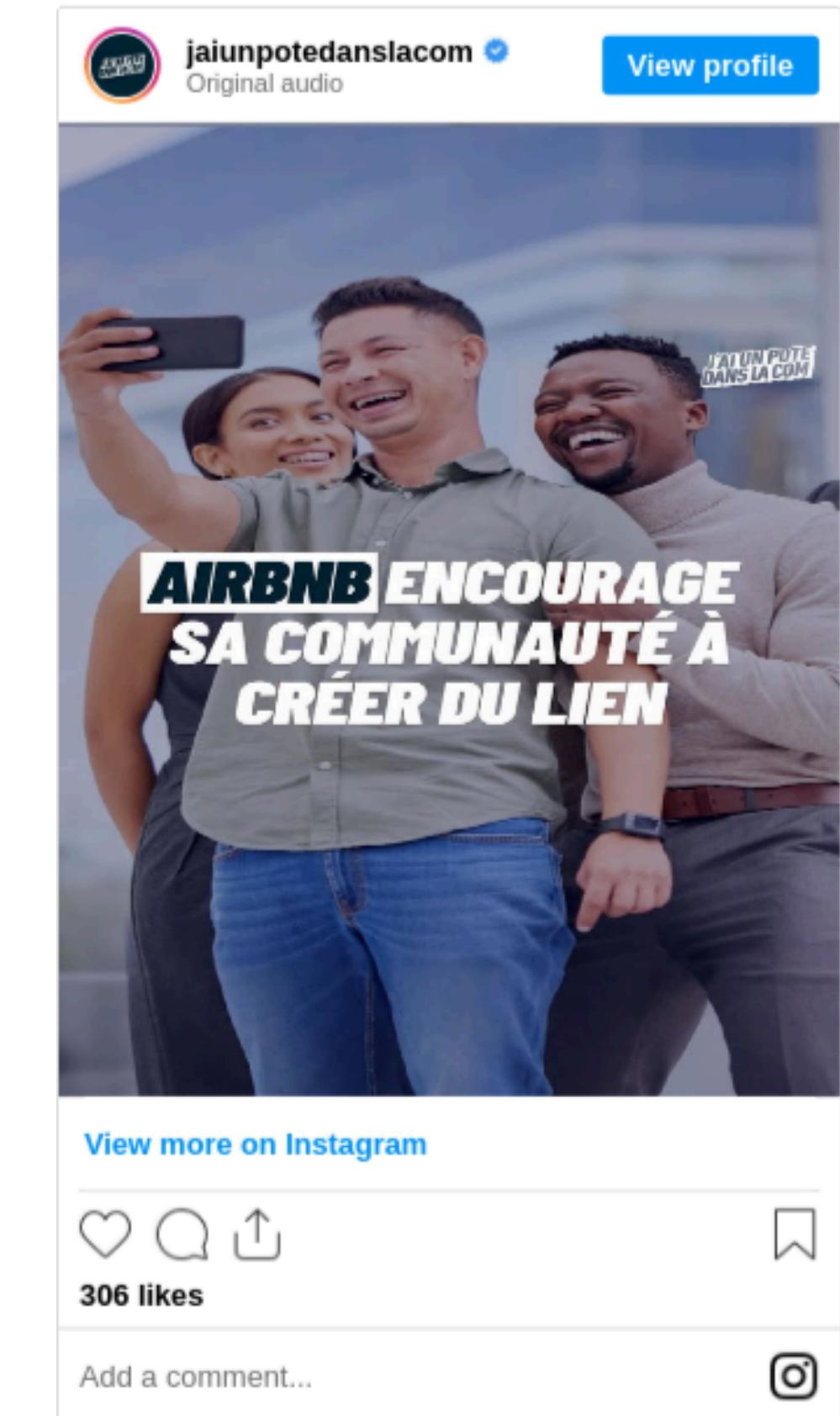
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02 - THE CONTEXT SUCCESSFUL BRANDS

- BRANDS BORN WITH A COMMUNITY
- BRANDS THAT KNOW HOW TO LISTEN AND INTEGRATE
- BRANDS THAT ACCEPT LOSING CONTROL



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02 - THE CONTEXT **CHANGE OF POSTURE FOR FASHION**

- SHIFT FROM “TALKING TO” TO “BUILDING WITH”
- INTEGRATE COMMUNITIES INTO THE OVERALL STRATEGY
- MEASURE ENGAGEMENT, NOT JUST VISIBILITY



MAKE MY
LEMONADE
X
leboncoin

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03

THE COMMUNITIES

A closer look at communities
Case studies





03 - THE COMMUNITIES AND GAMING

7 OUT OF 10 FRENCH PEOPLE PLAY
(AVERAGE AGE 40 YEARS)
221 MD\$ (2024)

EXAMPLE DU ZEVENT
€16 MILLION RAISED
3M+ VIEWS
→ MOBILIZATION & IMPACT



Maghla

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03 - THE COMMUNITIES THE DIGITAL

HYBRID EVENTS
(SPORT + MUSIC + CREATORS)

GP EXPLORER EXAMPLE
80K PEOPLE ON SITE
1,5M TWITCH - 7M FRANCE TV
→ POP CULTURE + MÉDIA TOTAL



Rose & Punani, Gaelle Garcia Diaz, Clara Morgane



Océane Amsler and Le Motif



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03 - THE COMMUNITIES SPORT

SPORTSWEAR 211 MD\$ (2024)

→ 220 MD\$ (2025)

→ ~300 MD\$ (2032)

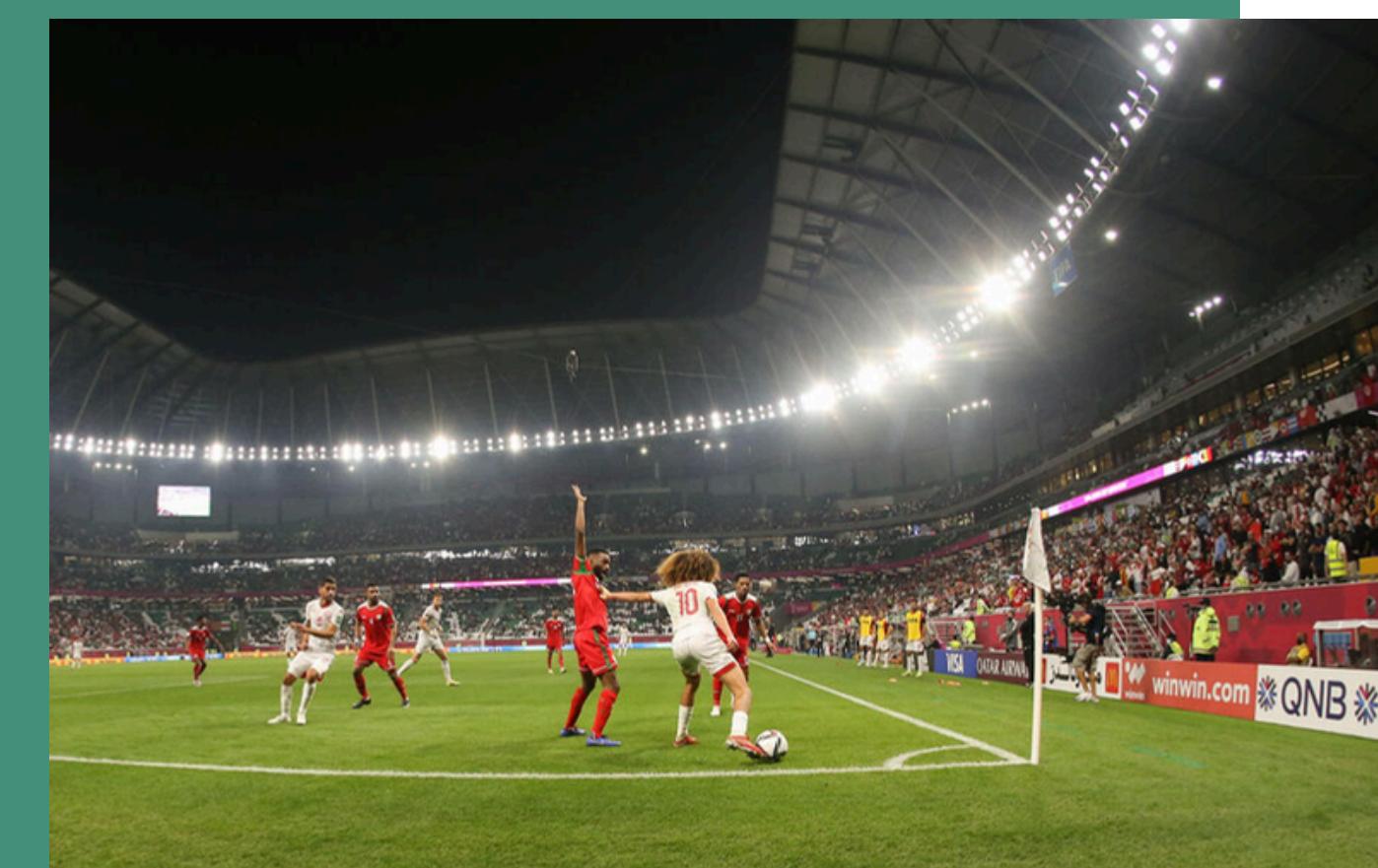
**EXAMPLE OF A MATCH OF HOPE
25M VIEWERS**
→ FUSION OF LEGENDS
+ INFLUENCERS



Marine Leleu



Juju Fitcats



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03 - THE COMMUNITIES URBAN CULTURES

FRANCE IS THE 2ND LARGEST RAP MARKET IN THE
WORLD (CODES & DESIRABILITY)

YARDLAND EXAMPLE
50K PARTICIPANTS
→ INFLUENCER COMMUNITIES / TRENDS



Camino TV



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03 - THE COMMUNITIES CASE STUDY: HOSPITALITY & CATERING

FASHION AS AN EXPERIENCE OF PLACE
AND LIFESTYLE

COLLABORATIONS THAT GO BEYOND THE PRODUCT TO CREATE A
HOLISTIC EXPERIENCE

EXAMPLES : THE GIFT SHOP (PARIS), VANESSA SPOSI X CHEVAL
BLANC, LILY OF THE VALLEY, TUBA CLUB (MARSEILLE),



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03 - THE COMMUNITIES **CASE STUDY: INTEGRATING FASHION INTO GAMING**

→ TWO COMPLEMENTARY APPROACHES

- PLAYER ATTIRE
- DRESSING UP IN GAMES



Chiaroscuro: Expedition 33



Lacoste x Gentle Mates

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For more examples of
communities to follow
watch the video



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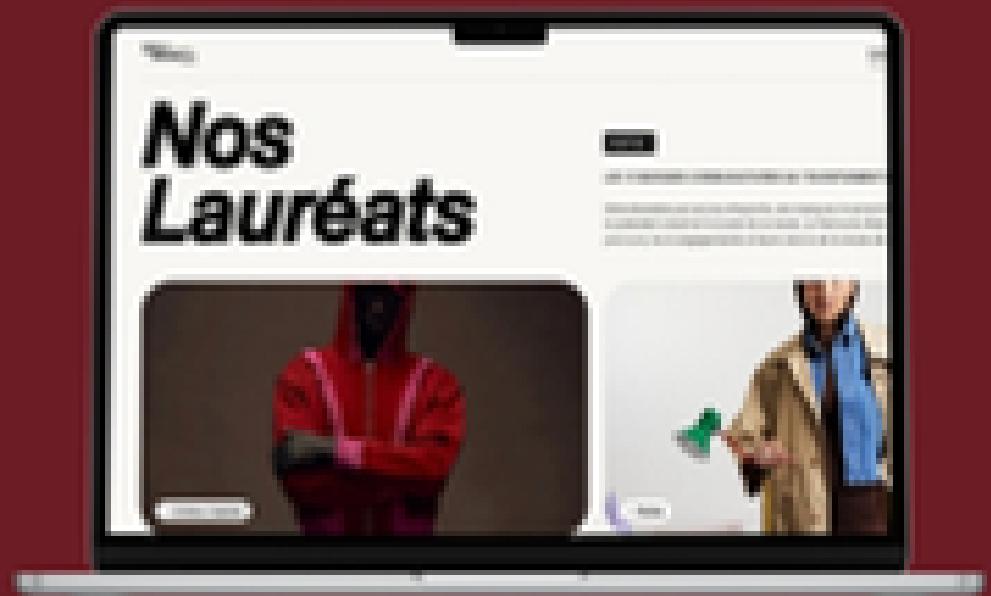
04 THE ROLE MODEL AWARDS



Le meilleur de la Mode communautaire en France

Par la Fédération Française
du Prêt à Porter Féminin

DÉCOUVREZ
LES LAUREATS



4 _ THE ROLE MODEL AWARDS

- REWARD COMMUNITY BRANDS
- HIGHLIGHT FRENCH INNOVATION
- PROMOTE NEW WAYS OF DOING FASHION

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Everyone knows except you!

Test your knowledge of communities by discovering the 15 phenomena selected by the Federation that everyone knows about, except you?



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THANK YOU!

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We'd love to hear your opinion!