

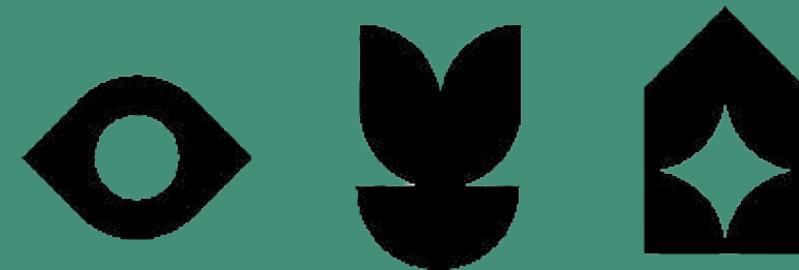
WSN ACADEMY

Learn
Grow
Innovate

REINVENTING DISTRIBUTION WITH
DATA INTELLIGENCE

COCORICO[®]
Fabriqué en France

FASHOP[↗]
Fashion data intelligence



FASHOP 
Fashion data intelligence



01

WHOLESALE LAUNCH

Case study: the Cocorico brand

WSN ACADEMY

THE ISSUE

COCORICO
Fabriqué en France

WSN ACADEMY

The Cocorico brand, which has been exclusively digital until now, is looking to expand its wholesale business and will be exhibiting at Who's Next in September 2025.

How can they find their future buyers through Fashop?



MARKET RESEARCH

analysis of target audience distribution

CORE TARGET BRANDS

JACK&JONES

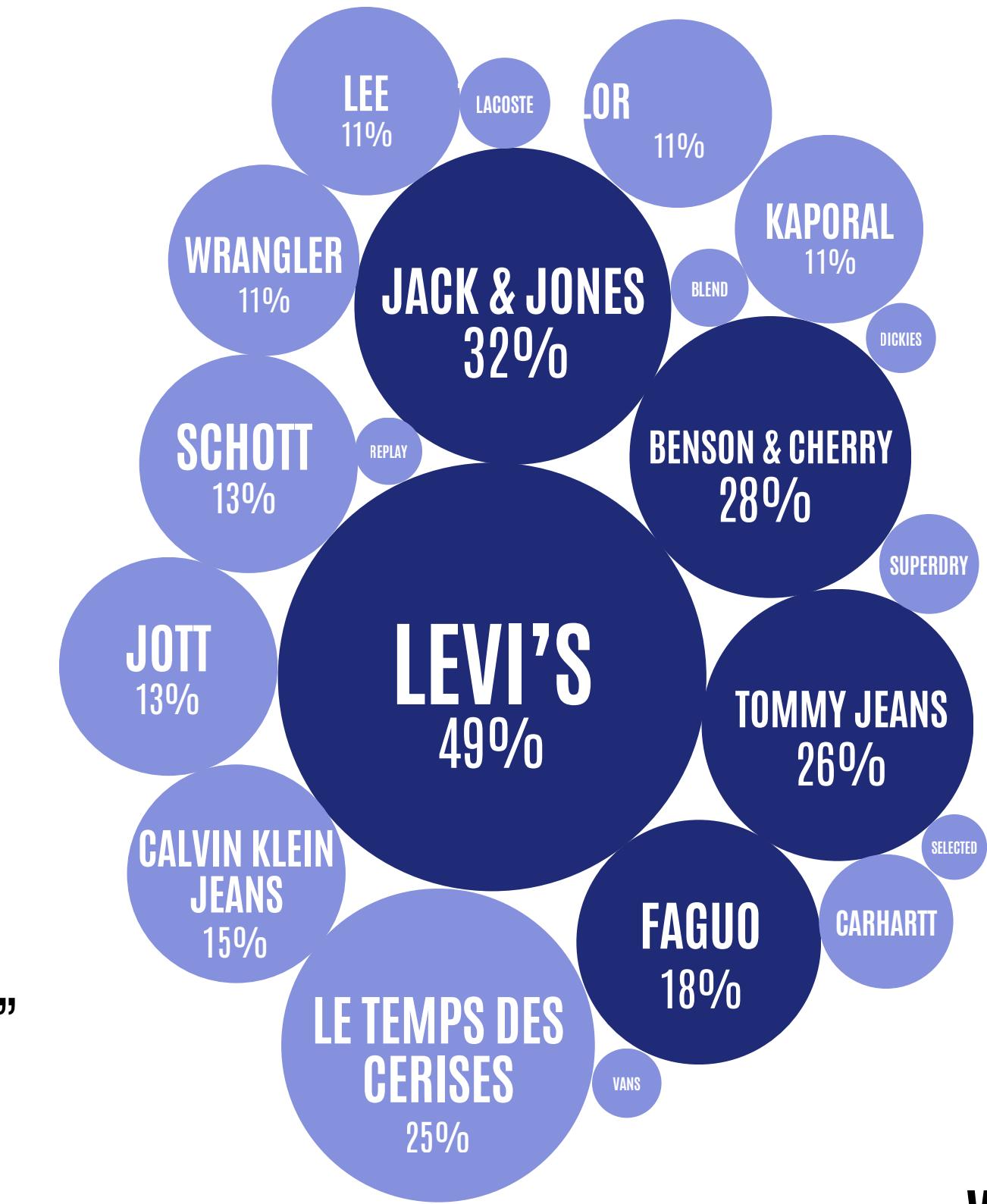
TOMMY JEANS

Levi's

BENSON & CHERRY

FAGUO

By analyzing the distribution of the five “core target” brands identified by Cocorico, Fashop makes it possible to identify their distribution environment.



OCCURRENCE ANALYSIS

distribution of the 5 core brands

COCORICO
Fabriqué en France

01

LE TEMPS DES CERISES

322 SP*

02

TEDDY SMITH

266 SP

03

CALVIN KLEIN JEANS

172 SP

The study reveals
the brands most widely
distributed in retail outlets
in Cocorico's core target
market.

04

JOTT

206 SP

05

SCHOTT

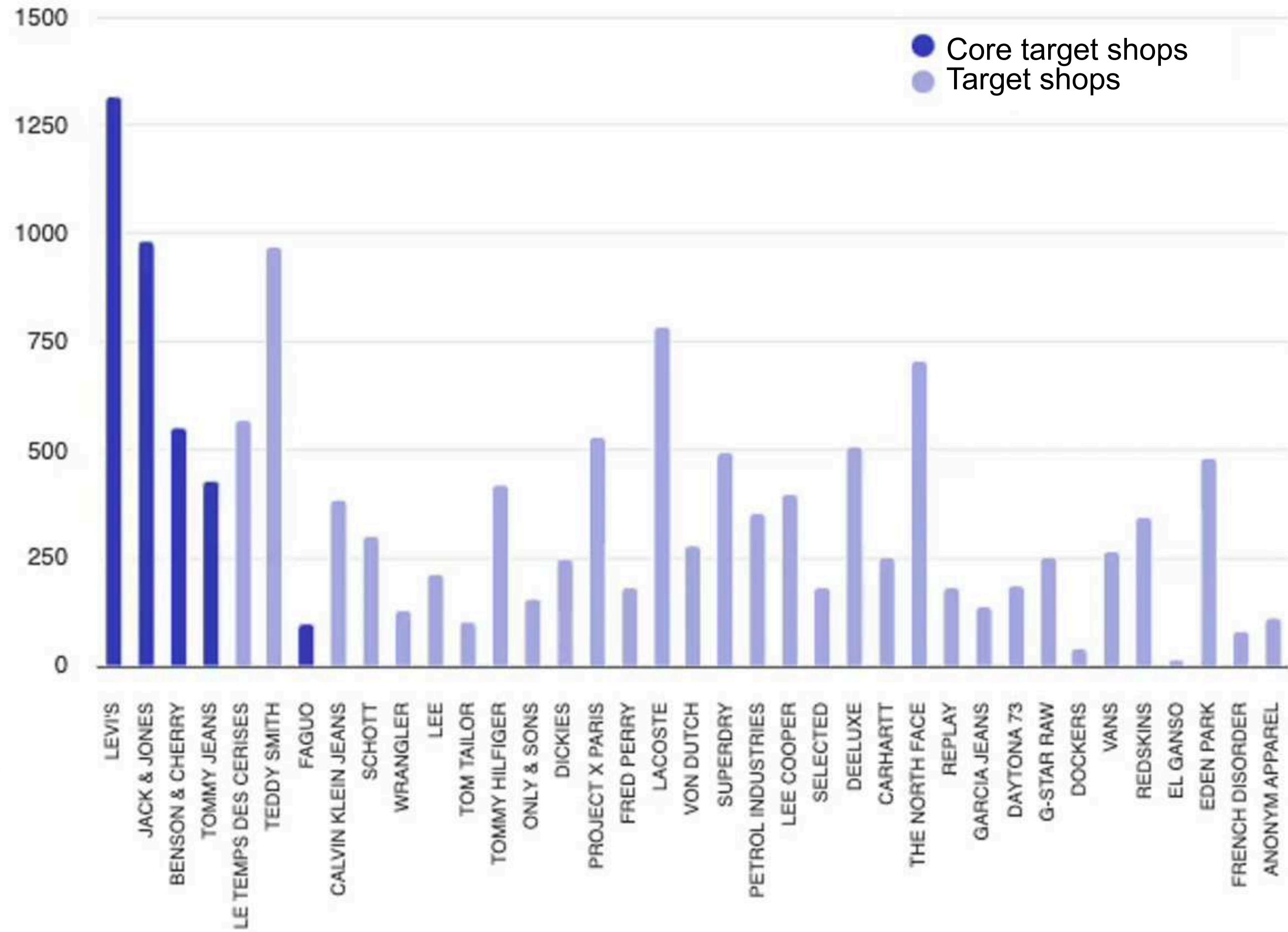
180 SP

WSN ACADEMY

ANALYSIS OF TARGET BRANDS

List of target brands used to create Cocorico's prospecting database, with their number of points of sale.

COCORICO 
Fabriqué en France



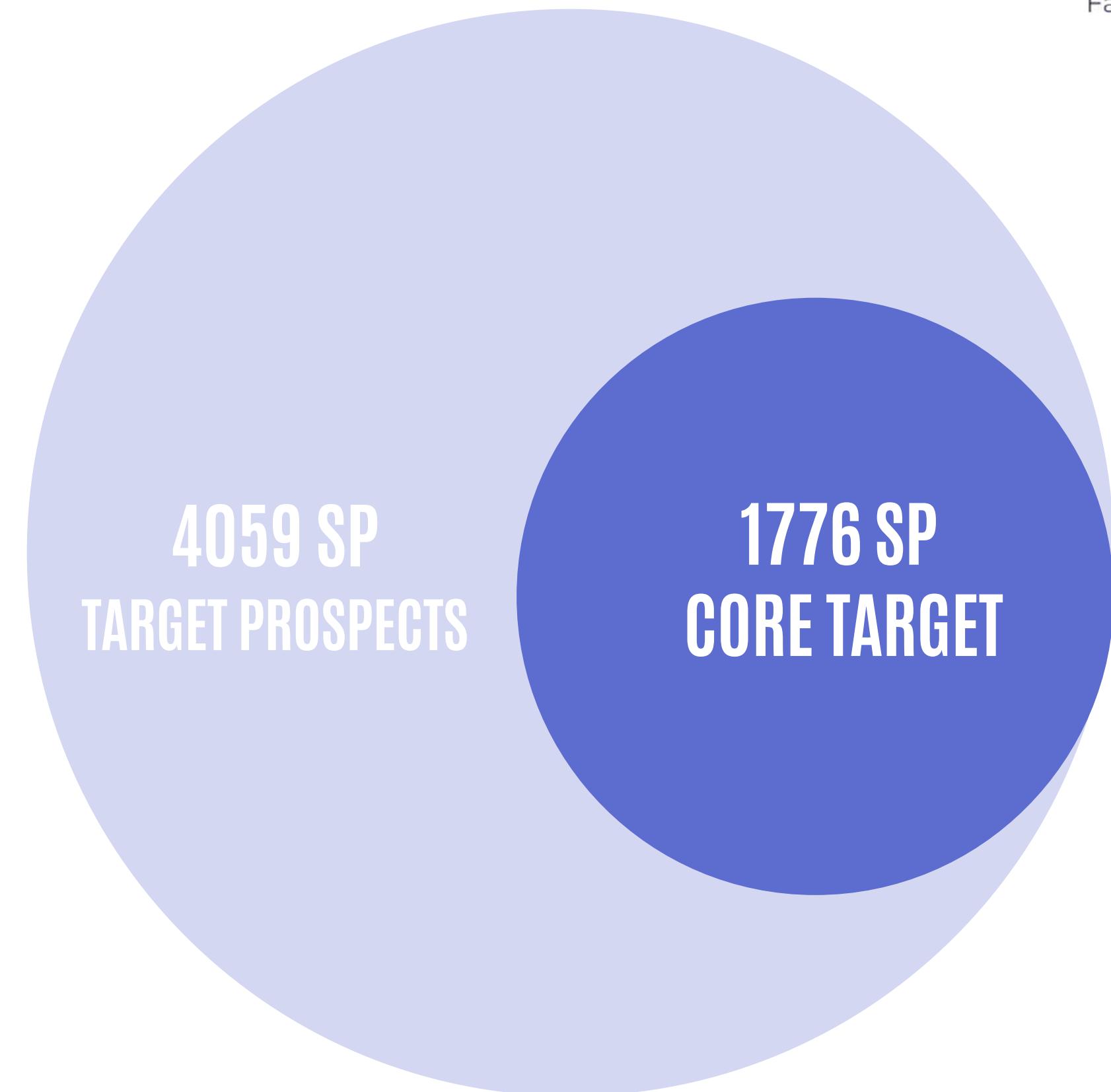
EVALUATION

market potential

40 TARGET BRANDS

5 TARGET BRANDS

The prospecting base
consists of all stores selling
at least one of the target or
core target brands.



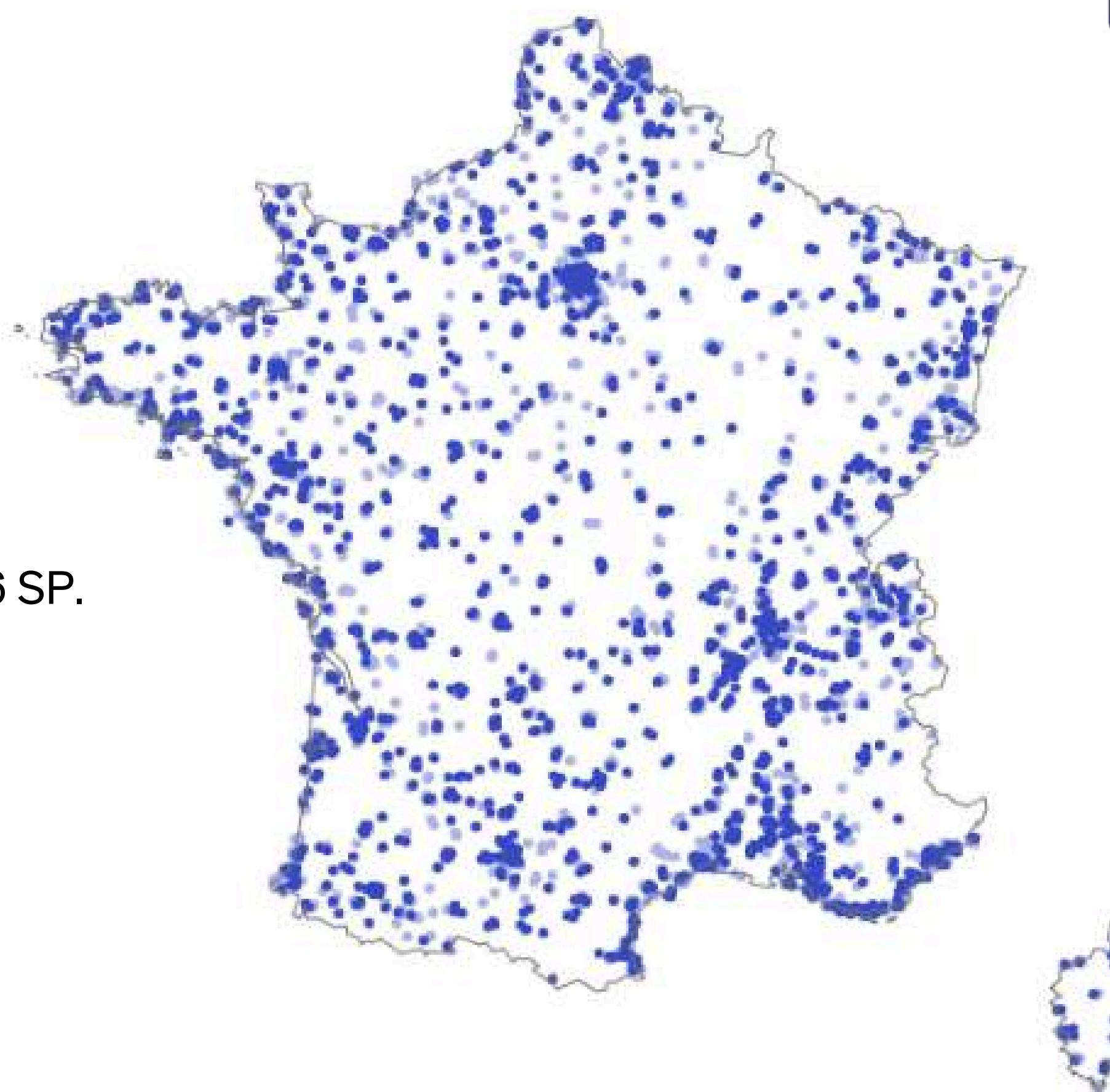
COCORICO
Fabriqué en France

WSN ACADEMY

GEOLOCATION

prospect database

- **Customers: 0 SP.**
- **Target prospects: 4.059 SP.**
- **Core target prospects: 1.776 SP.**

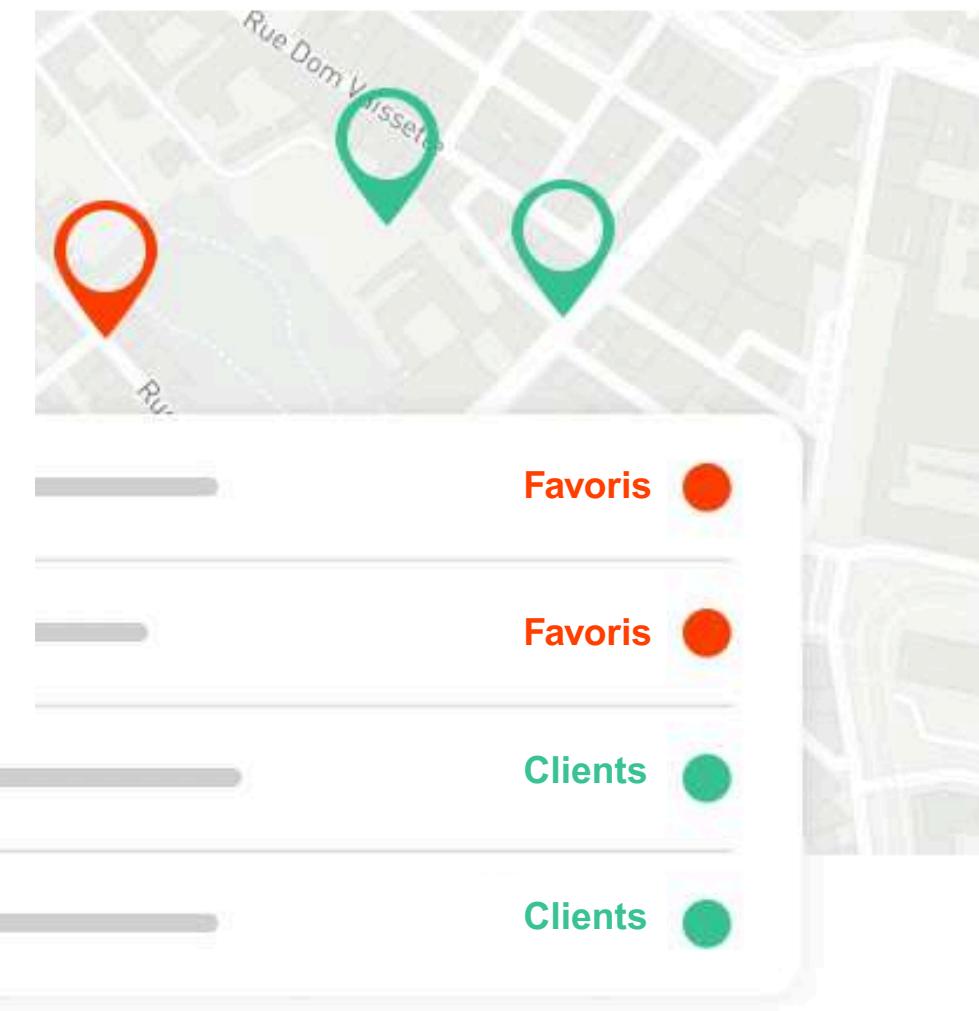
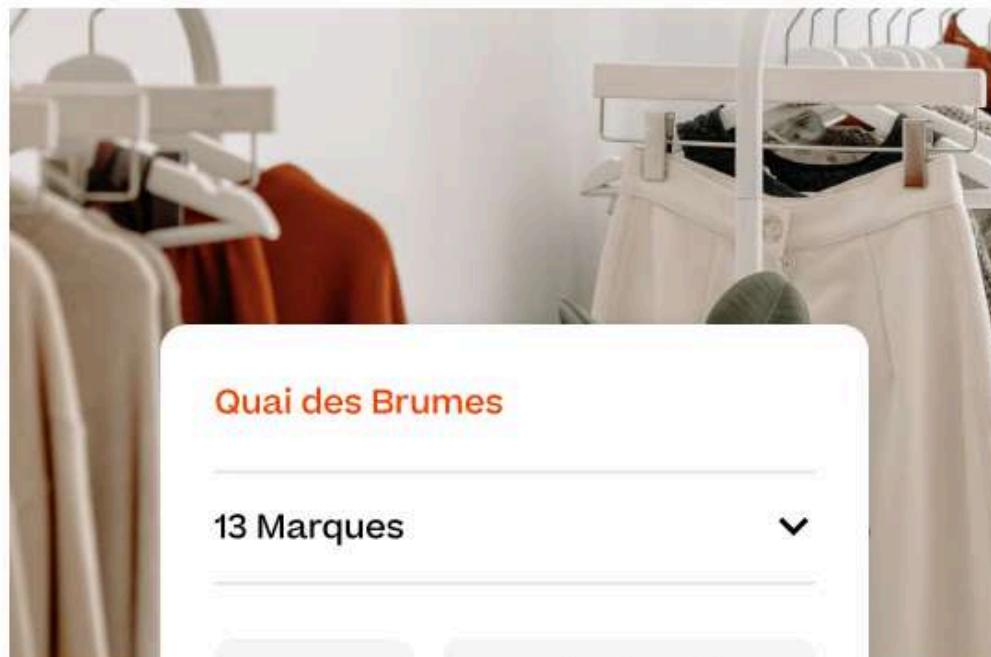


COCORICO
Fabriqué en France

WSN ACADEMY

OPPORTUNITY SELECTION

brand assortment, credit score, geographic location



The **Fashop prospecting service** provides access to more information about stores, such as their credit rating, thanks to its partner **Ellisphere**.

ellisphere

WSN ACADEMY

COCORICO
Fabriqué en France

DIGITAL CAMPAIGNS

Conversion of campaign leads ahead of the trade show



COCORICO
Fabriqué en France

Bonjour,
Nous sommes heureux de vous présenter COCORICO, au sein du Showroom Mathom : **la première marque 100 % made in France enfin abordable.**

Agent général depuis plus de 20 ans, le showroom Mathom accompagne les boutiques multimarques et grands magasins dans la découverte de créateurs engagés et innovants.

-> Nous serons présents avec l'équipe COCORICO au salon Who's Next à Paris, les 6, 7 et 8 septembre prochains
Une occasion unique de découvrir la collection, d'échanger avec les créateurs du projet COCORICO.

Nous vous proposons les essentiels de la garde robe à prix justes :
T-shirt 24,90€, Polo 39,90€, Sweat 49,90€.



WHO'S NEXT 2025 - PARIS
6 - 8 SEPTEMBRE 2025
STAND K50 / L51

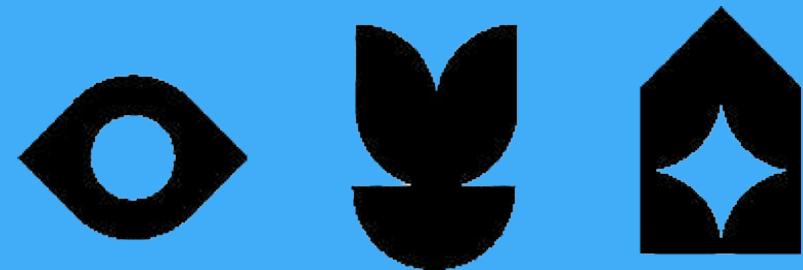
OBTENIR MON BADGE

WSN ACADEMY

COCORICO
Fabriqué en France

WAVE S-1
44% OPENNESS
1,585 LEADS
144 BADGES

WAVE D-2
AUTOMATION
21% OPENING
222 LEADS
13 BADGES



FASHOP 
Fashion data intelligence



02 THE FASHOP BASE

Features and services

WSN ACADEMY

THE FASHOP BASE ON THE FRENCH MARKET

FASHOP↗
Fashion data intelligence

BRAND DISTRIBUTION

RETAIL

205 brands (172 PAP - 33CH)

4,230 franchises and 9,570 branches

WHOLESALE

3,700 brands (2,400 PAP and 1,300 CH)

WHOLESALE DISTRIBUTION NETWORK

READY-TO-WEAR

10,800 points of sale

SHOE

3,000 shoe retailers + 5,600 PAPs selling shoes



boutique ba&sh



boutique Merci



boutique Novoid Kicks

WSN ACADEMY

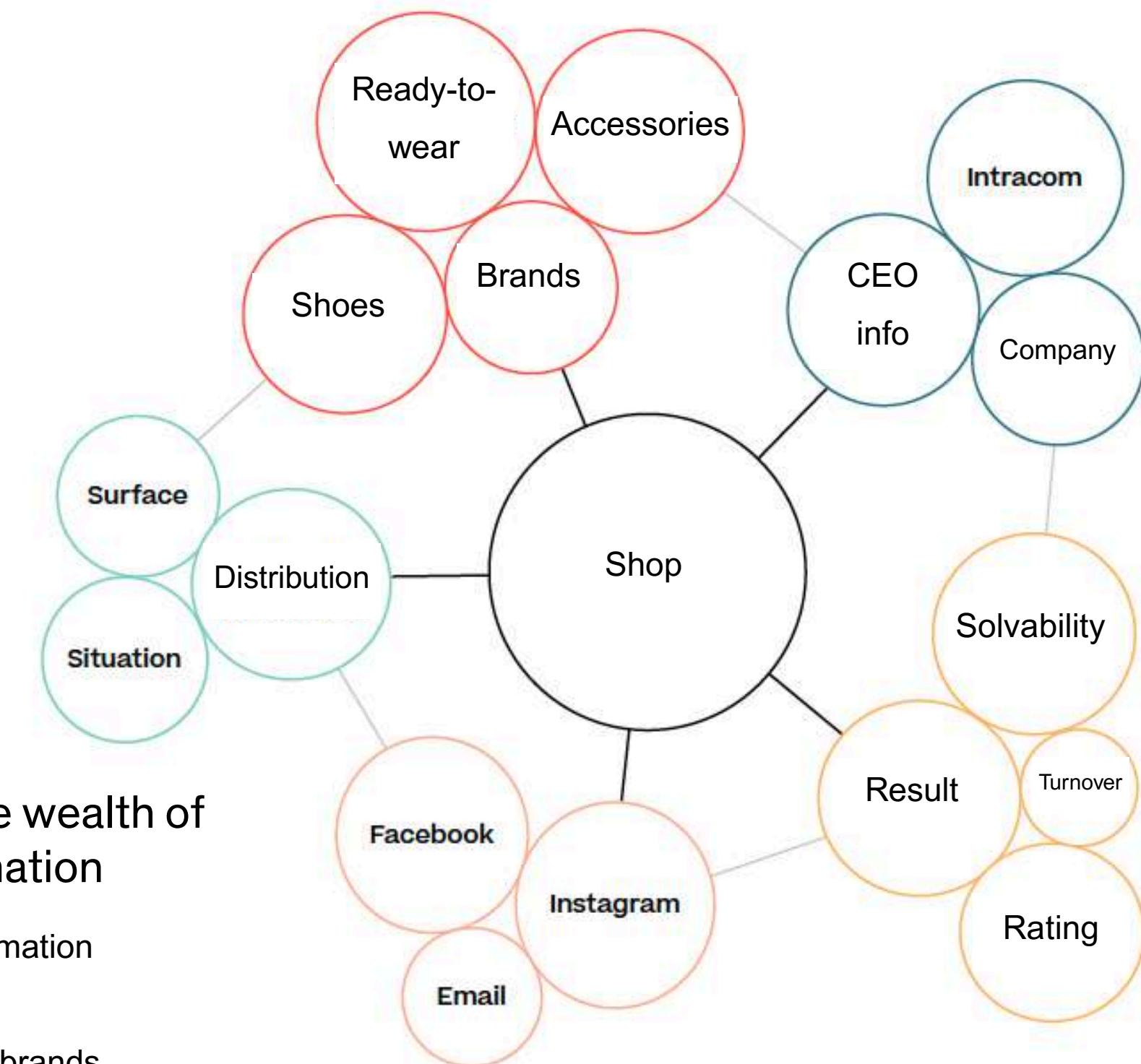
THE DATABASE

100% wholesale

A comprehensive prospecting database listing 13,800 multi-brand ready-to-wear and footwear retail outlets on the French market.



FASHOP 
Fashion data intelligence



An exclusive wealth of
shop information

- General information
- Digital links
- Catalogue of brands
- Legal information
- Financial information

WSN ACADEMY

FASHOP FEATURES

- Analysis of a brand's distribution ecosystem
- Exploiting your prospect potential
- Market monitoring (opening of points of sale)
- Legal monitoring of your customers and prospects
- Integrated emailing and social selling tool



RETROUVEZ-NOUS AU WHO'S NEXT !

Plongez dans l'univers **DEELUXE** de nos deux stands, Homme et Femme, entre inspirations tropicales, fraîcheur colorée et poésie estivale.

Nous avons hâte de vous y accueillir !

📍 Du 6 au 8 septembre 2025
Porte de Versailles, Paris

Obtenez dès maintenant votre badge en nous contactant ou en cliquant directement [ici](#).

THEY WORKED WITH US

+300 brands

FASHOP 
Fashion data intelligence

CAVAL

DEE LUXE

SUBÙ

GUESS

Desigual.

A·POIL
CASHMERE

Lpb
LES PETITES BOMBES

Armor·lux

KANOPÉ


VICOMTE A.
PARIS

*Le temps des
Pérides*


WSN ACADEMY

WHAT TO REMEMBER

- Data reveals a brand's true market potential and avoids blind prospecting.
- The target audience allows you to intelligently prioritize your sales efforts.
- E-marketing campaigns and social selling are the most effective ways to generate qualified appointments before a trade show.
- The Cocorico example shows that a data-driven strategy secures and accelerates a wholesale launch.

FASHOP↗
Fashion data intelligence





THANK YOU!

Contact Fashopcommercial@labomode.com

Contact WSN Academy: wsn-academy@wsn.community