

# WSN ACADEMY

## DIVERSIFICATION & HYBRIDIZATION

- Learn
- Grow
- Innovate



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STAND OUT - BK1

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SEIZE THE OPPORTUNITIES

03

DIVERSIFY ACTIVITIES

04

CREATING LINKS (INTERNAL - EXTERNAL)

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NETWORKING



01

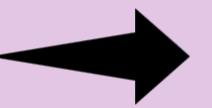
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## STAND OUT - BK1

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**My original profession:  
hairstylist**



**Differentiate myself:**

**New concept: in a Haussmannian  
apartment - 2007**



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02

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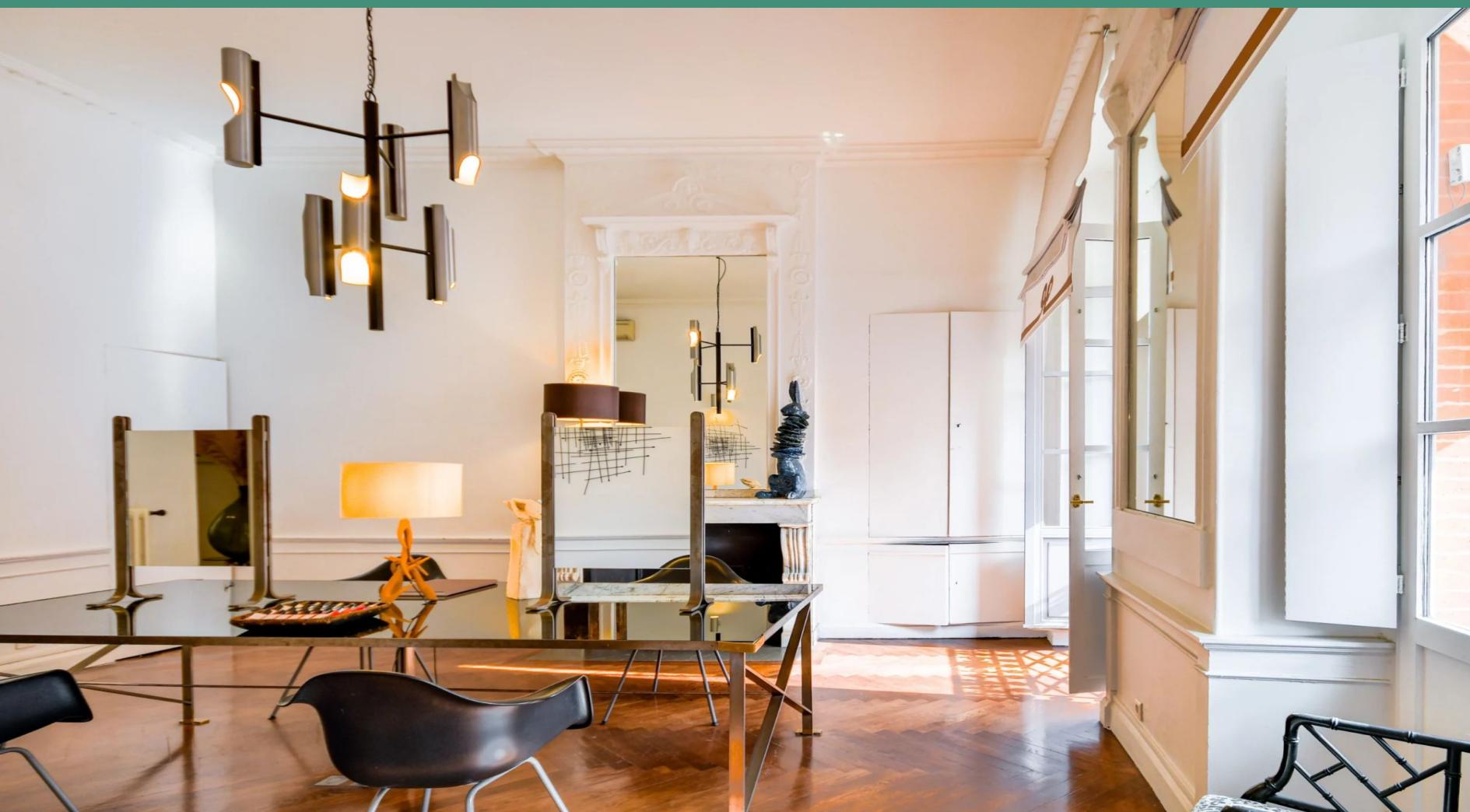
## SEIZE THE OPPORTUNITIES

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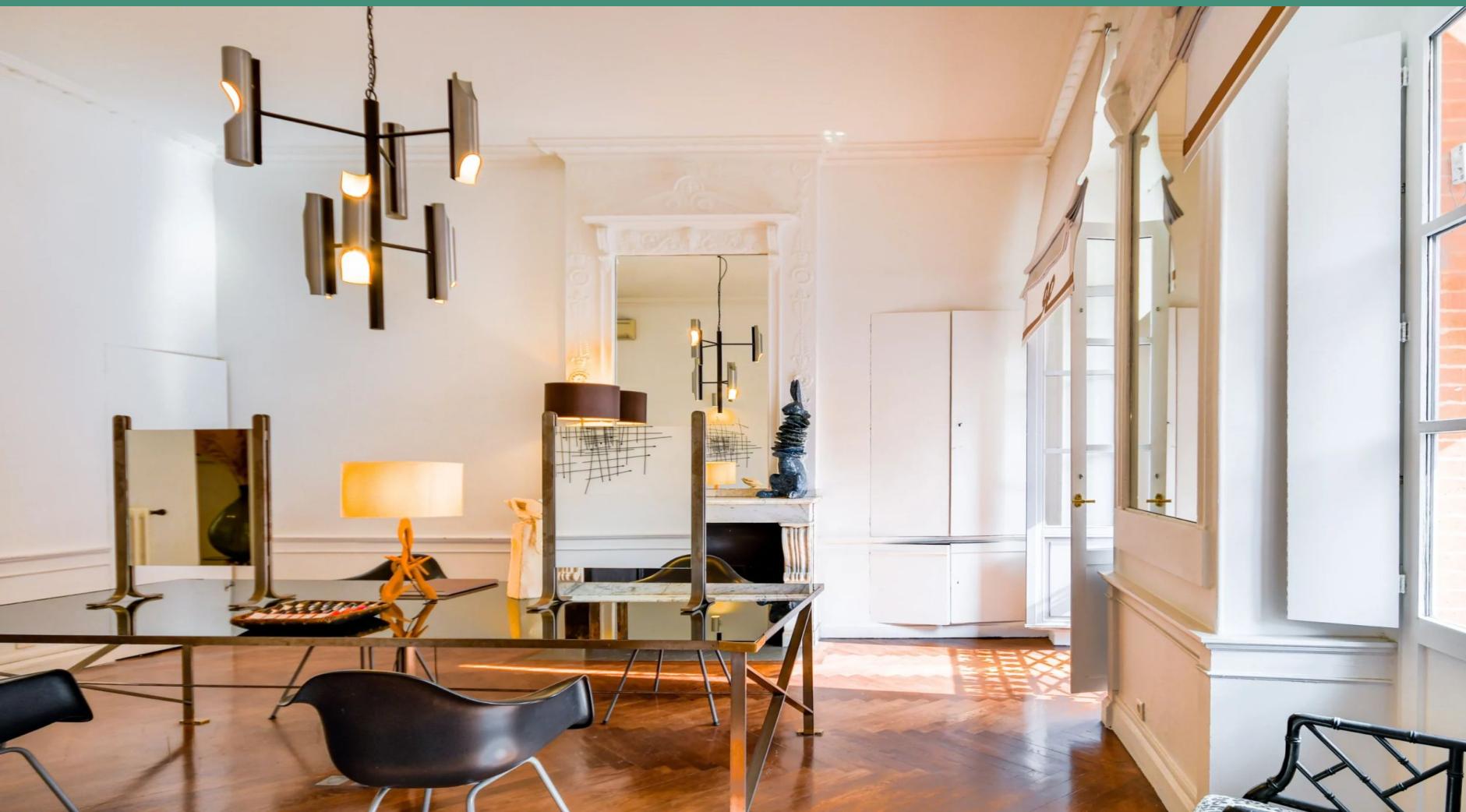
## Investing and creating momentum:

The space under my living room is becoming available and I need to expand and open a reception area: work / staircase / reception on the ground floor: street **visibility** and launch of a **new activity related to beauty: fashion, accessories, jewelry.**



This 30-square-meter space connects me to my original profession and attracts a **new clientele**.

**“Beyond the bathrobe”**: this inspires my clients to explore their overall beauty more deeply.



This is becoming a significant **profit center**.  
Opened in 2009.  
I select my exclusive designers through Who's Next.

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03

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## DIVERSIFY ACTIVITIES

# DIVERSIFY WITHOUT COMPETITIVE

- Open a second boutique next to the first (2014)
- Avoid competition with the first boutique through sourcing
- Create my own brand, Dedikate (control over collections, deadlines, and margins)
- Maintain the connection between the salon and the two boutiques: engaging the five senses and ensuring aesthetic continuity (a unique scent for each location, music, and collections...)



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# CONCEPT: “MAINTAINING THE CONNECTION”

- Assertion and increased confidence
- Independence and total control (Dedikate)
- Establishing a coherent sensory environment

## LA BOUTIQUE #1 : LA BEAUTÉ AU-DELÀ DE LA COIFFURE



# DEDIKATE

Small production runs but completely controlled margins, born from a desire to fill gaps in creativity, independence, and consistency. It naturally took root in my boutiques thanks to a material that has become my signature: a blend of satin and cotton.





04

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## CREATING LINKS (INTERNAL -EXTERNAL)

# GEOGRAPHIC DIVERSIFICATION AND ADAPTATION: “MAINTAINING THE CONNECTION”

- Opening of a 3rd store in another upscale area of the city (2020)
- But Covid and lockdown the day after day 1
- Reinventing oneself becomes an obligation: e-commerce website and exchanges with colleagues experiencing the same situation and having affinities with my vision of entrepreneurship.



05

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# NETWORKING

# "LA BONNE IDEE TOULOUSE" Association

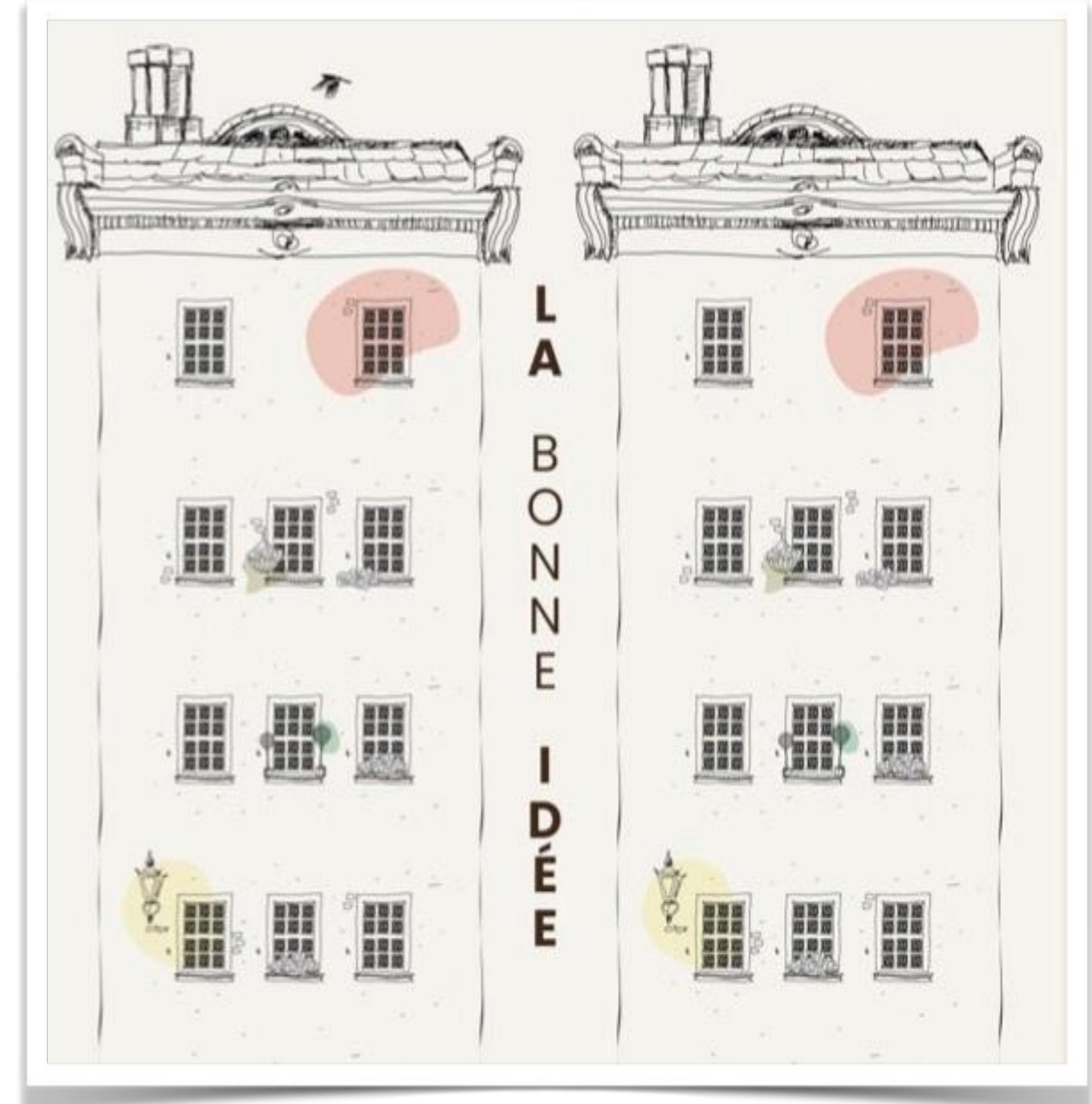
- The idea: to bring together creative retailers and artists who share the same vision of quality and passion in our crafts.
- To break down the barriers between different professional sectors.
- Benefits: networking, increased visibility, more impactful and original events when done together.
- Bringing communities closer together, thus attracting potential new customers.
- As a business owner, feeling less isolated.

# VIRTUOUS ASSOCIATION

- Bringing together creative retailers and artists who share the same vision of quality and passion for our crafts: La Bonne Idée

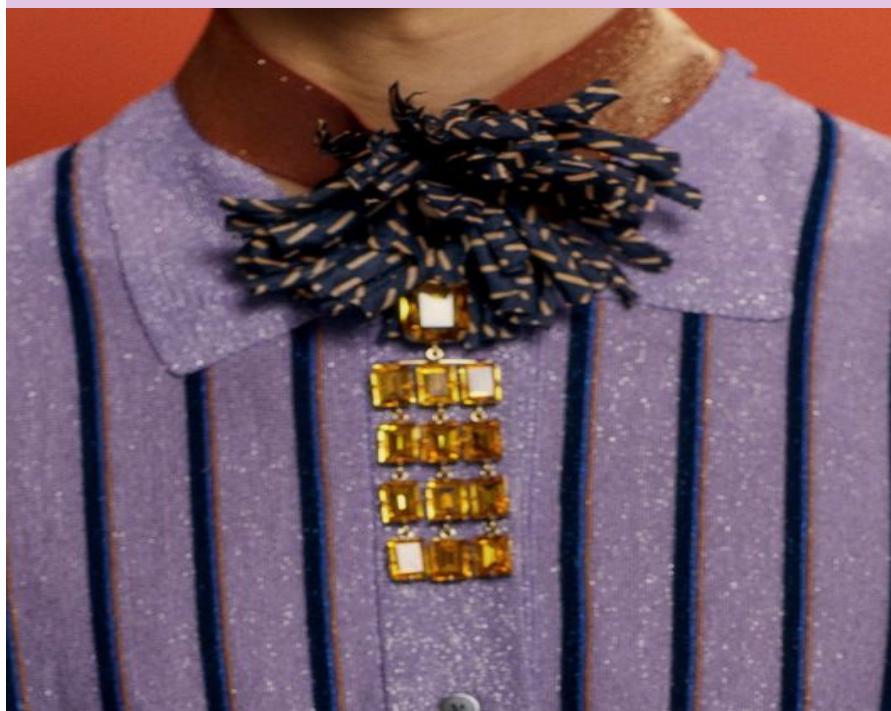
## ADVANTAGES

- Networking, visibility, original and more impactful events when done together, bringing communities closer together



# CONCLUSION

TO STAND OUT



DIVERSIFY



SEIZE THE  
OPPORTUNITIES



OF THE LINK  
& OF THE NETWORK

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# WSN ACADEMY

Learn  
Grow  
Innovate

# THANK YOU!

[wsn-academy@wsn.community](mailto:wsn-academy@wsn.community)

We'd love to hear your opinion!

