

WSN ACADEMY



REINVENTING DISTRIBUTION WITH DATA INTELLIGENCE

COCORICO^{FR}
Fabriqué en France

FASHOP 
Fashion data intelligence





01 WHOLESALE LAUNCH

Case study: the Cocorico brand

THE ISSUE

COCORICO[®]
Fabriqué en France

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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**

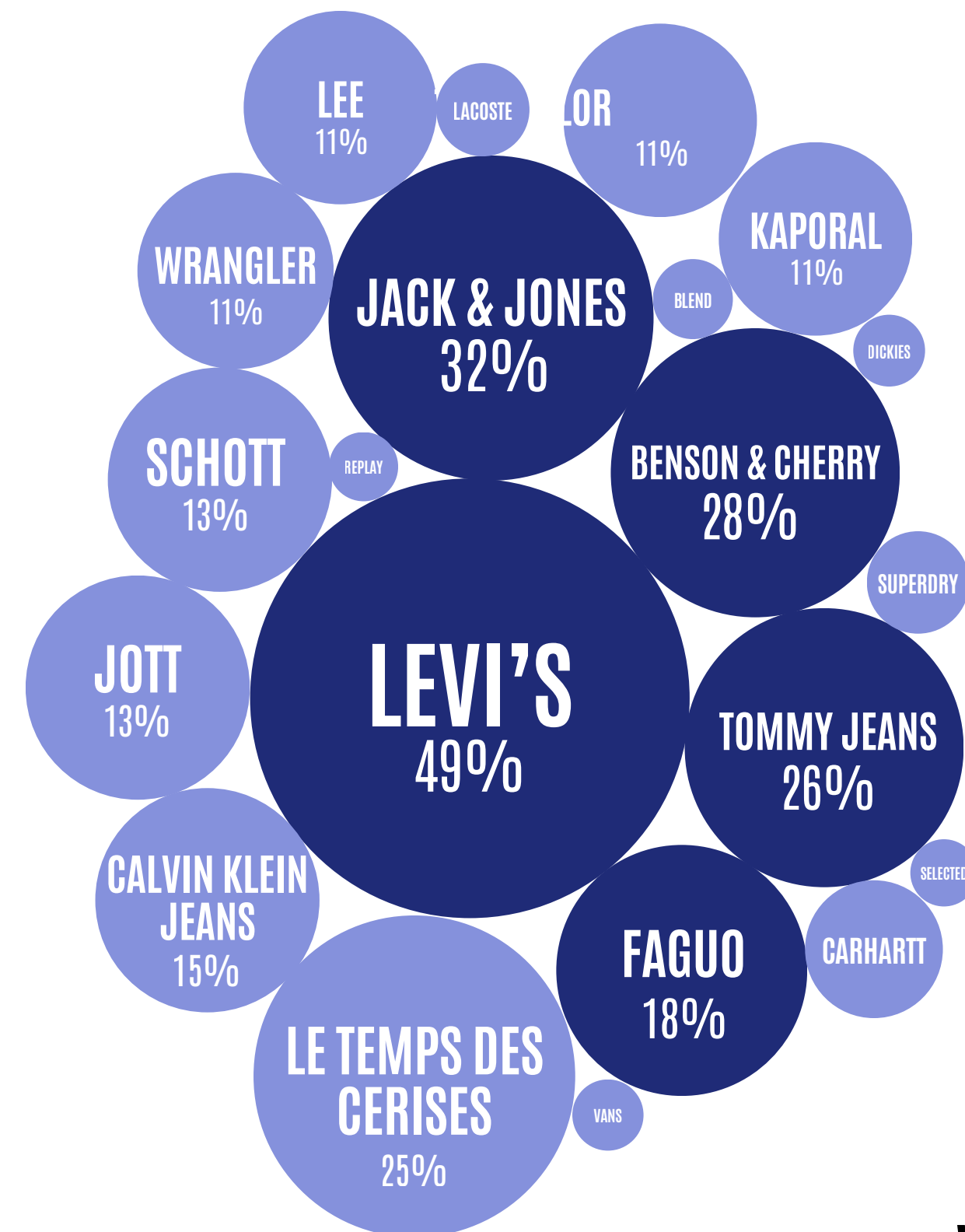


BENSON & CHERRY

FAGUO

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

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Fabriqué en France



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OCCURRENCE ANALYSIS

distribution of the 5 core brands

01 **LE TEMPS DES CERISES** **322 SP***

02 **TEDDY SMITH** **266 SP**

03 **CALVIN KLEIN JEANS** **172 SP**

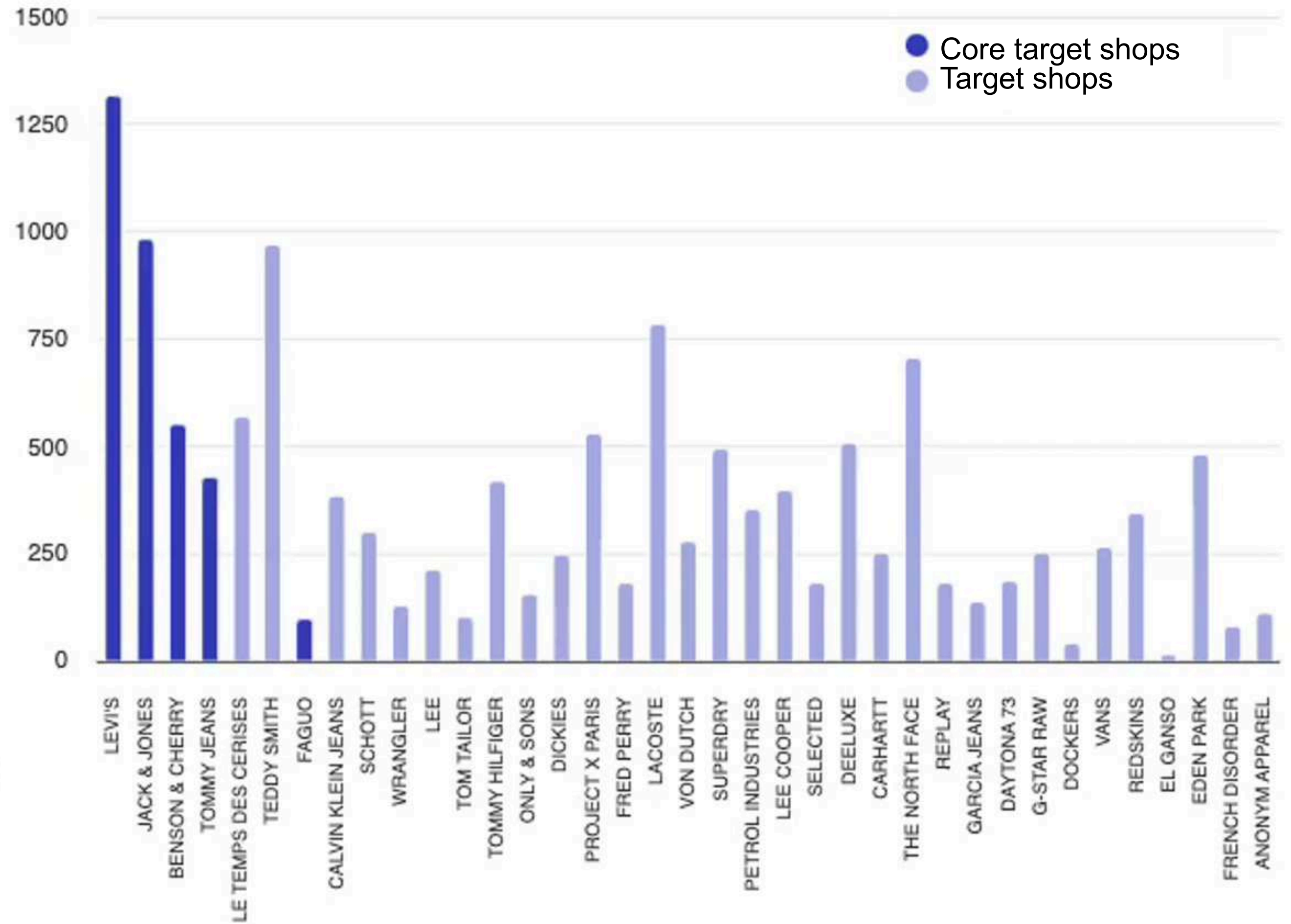
04 **JOTT** **206 SP**

05 **SCHOTT** **180 SP**

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

ANALYSIS OF TARGET BRANDS

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



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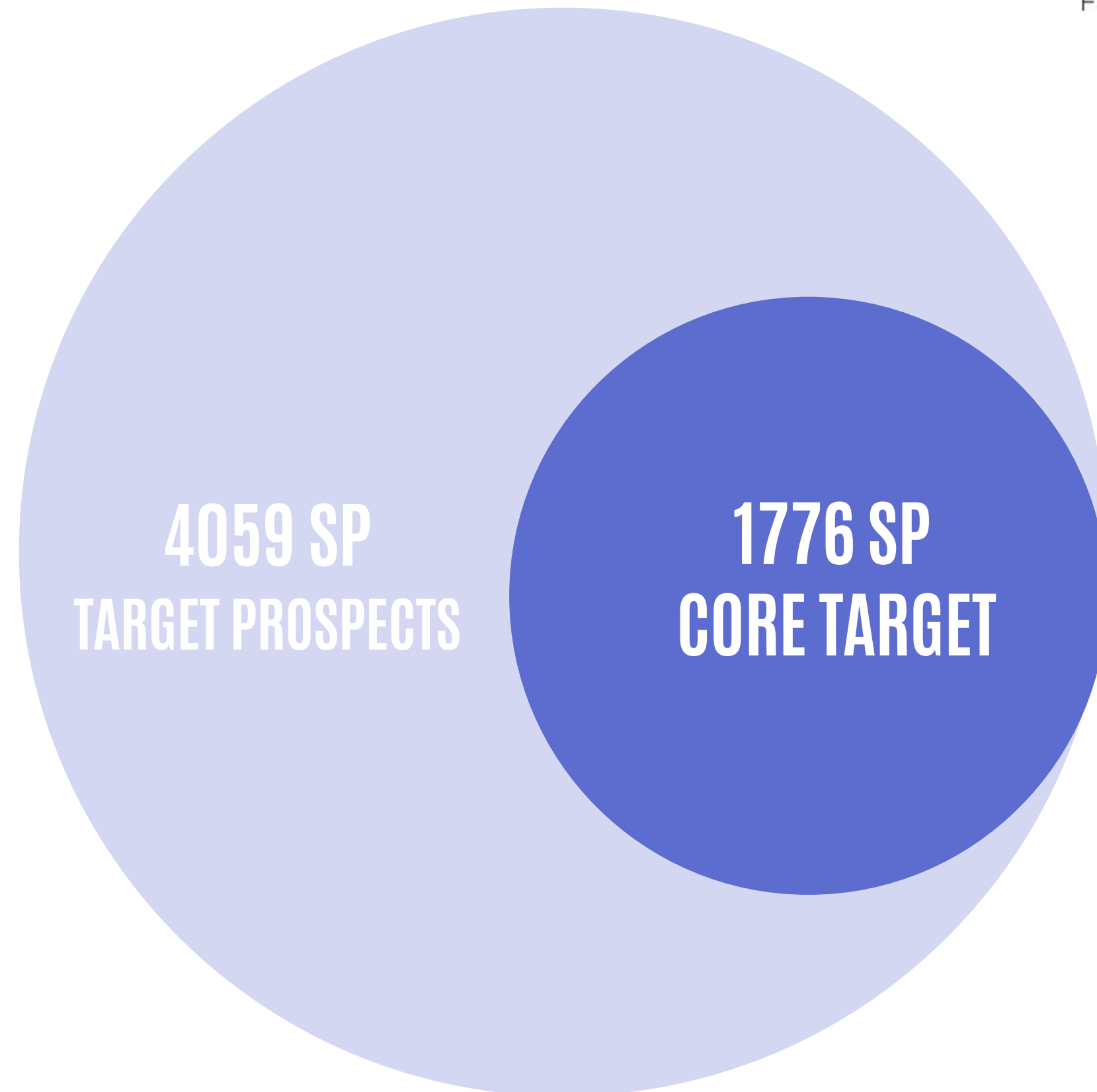
EVALUATION

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.

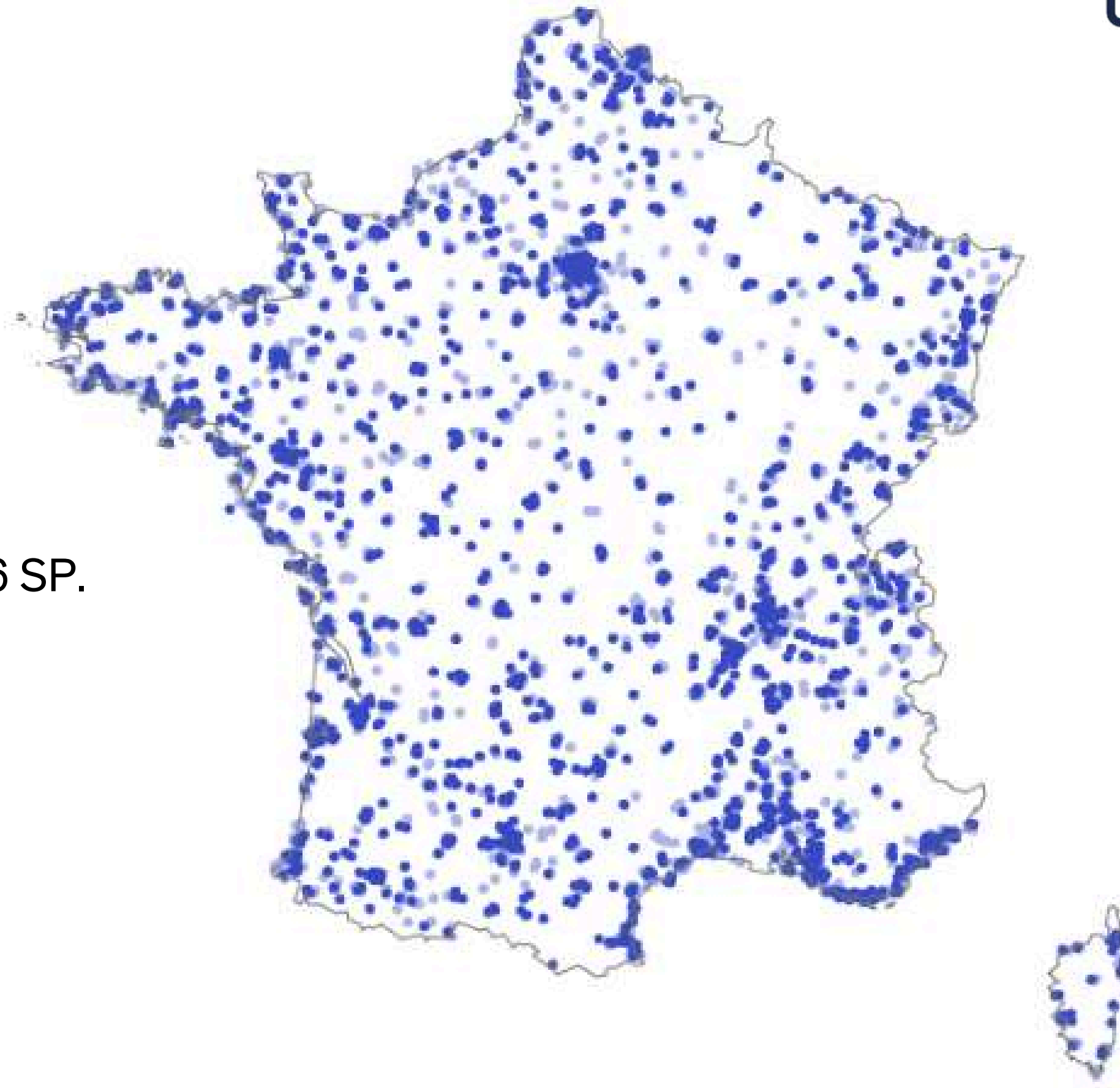


GEOLOCATION

prospect database

COCORICO
Fabriqué en France

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

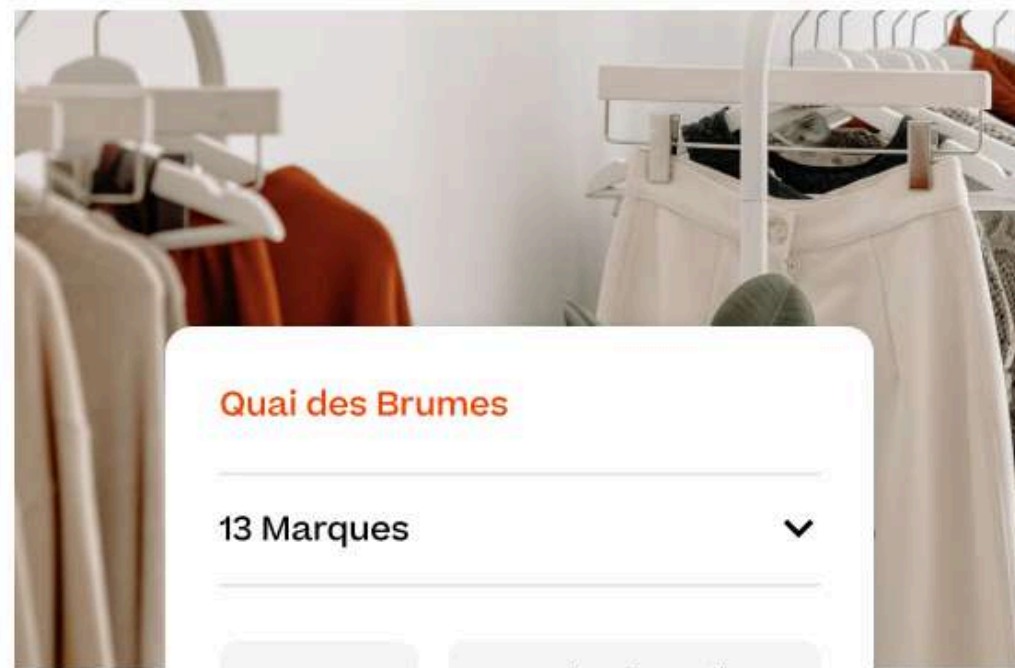


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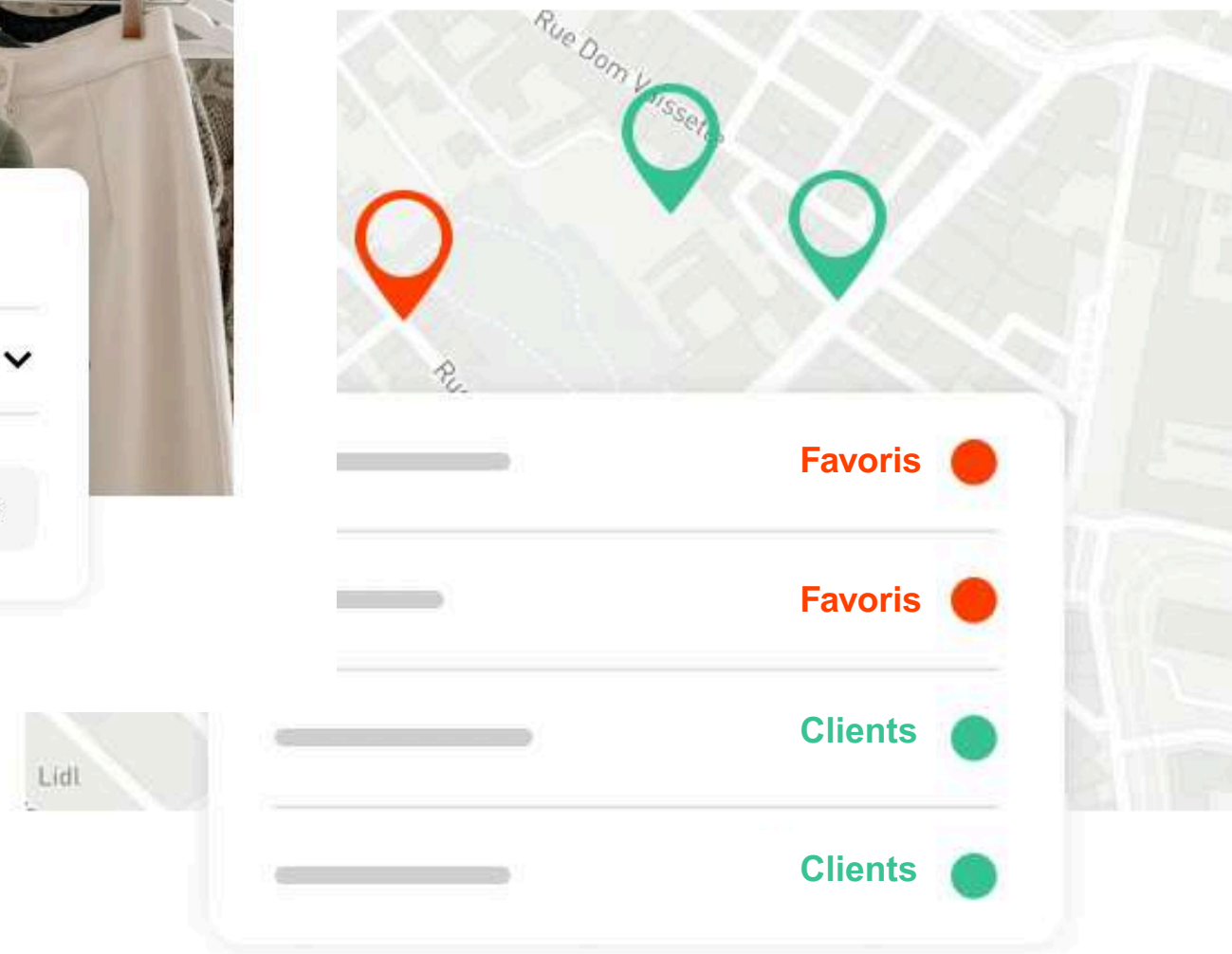
OPPORTUNITY SELECTION

brand assortment, credit score, geographic location

COCORICO
Fabriqué en France



ellispherē



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

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DIGITAL CAMPAIGNS

Conversion of campaign
leads ahead of the trade
show

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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

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Fabriqué en France

WAVE S-1

44% OPENNESS

1,585 LEADS

144 BADGES

WAVE D-2

AUTOMATION

21% OPENING

222 LEADS

13 BADGES



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02 THE FASHOP BASE

Features and services

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THE FASHOP BASE ON THE FRENCH MARKET

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



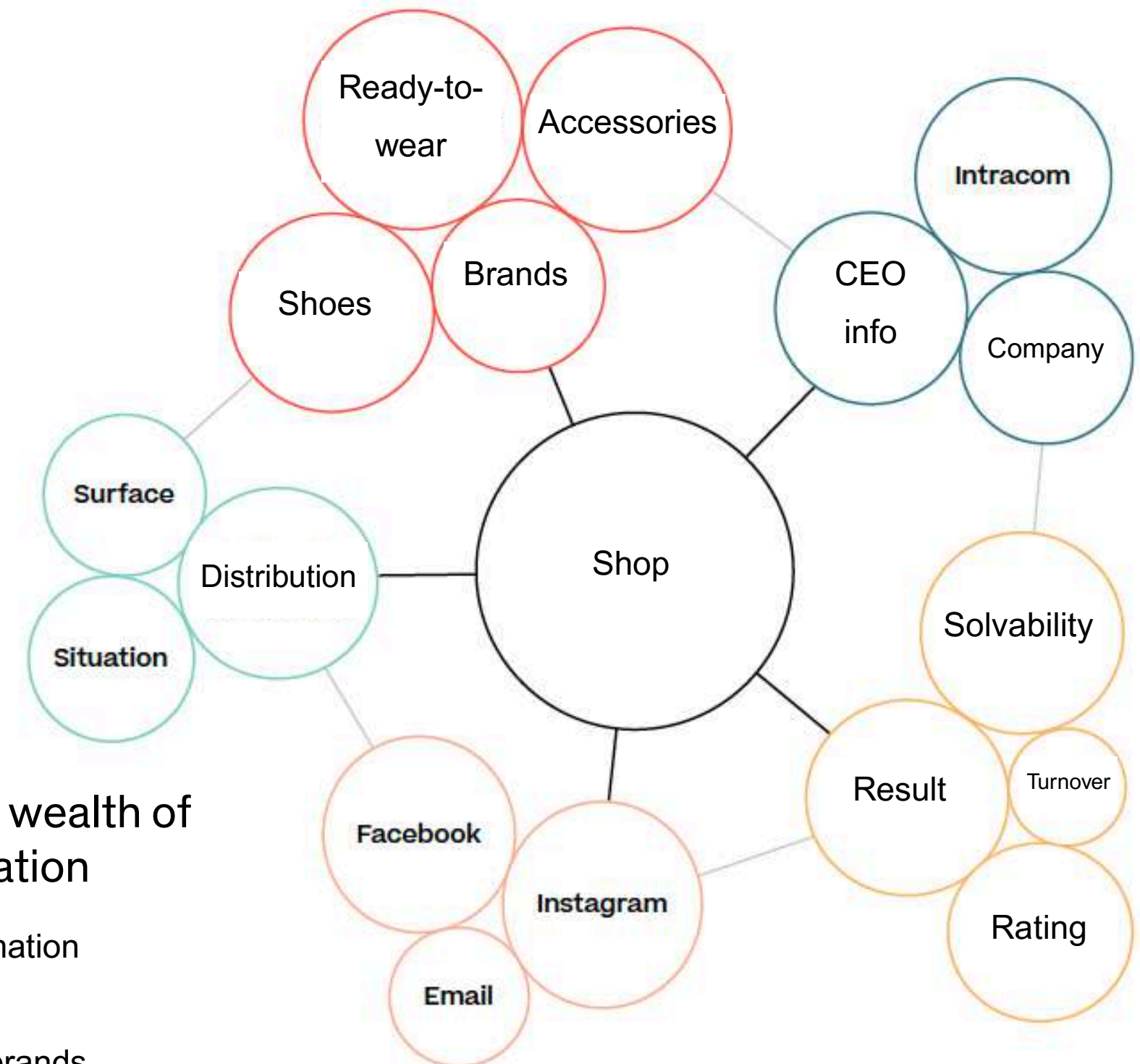
THE DATABASE

100% wholesale

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



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An exclusive wealth of shop information

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

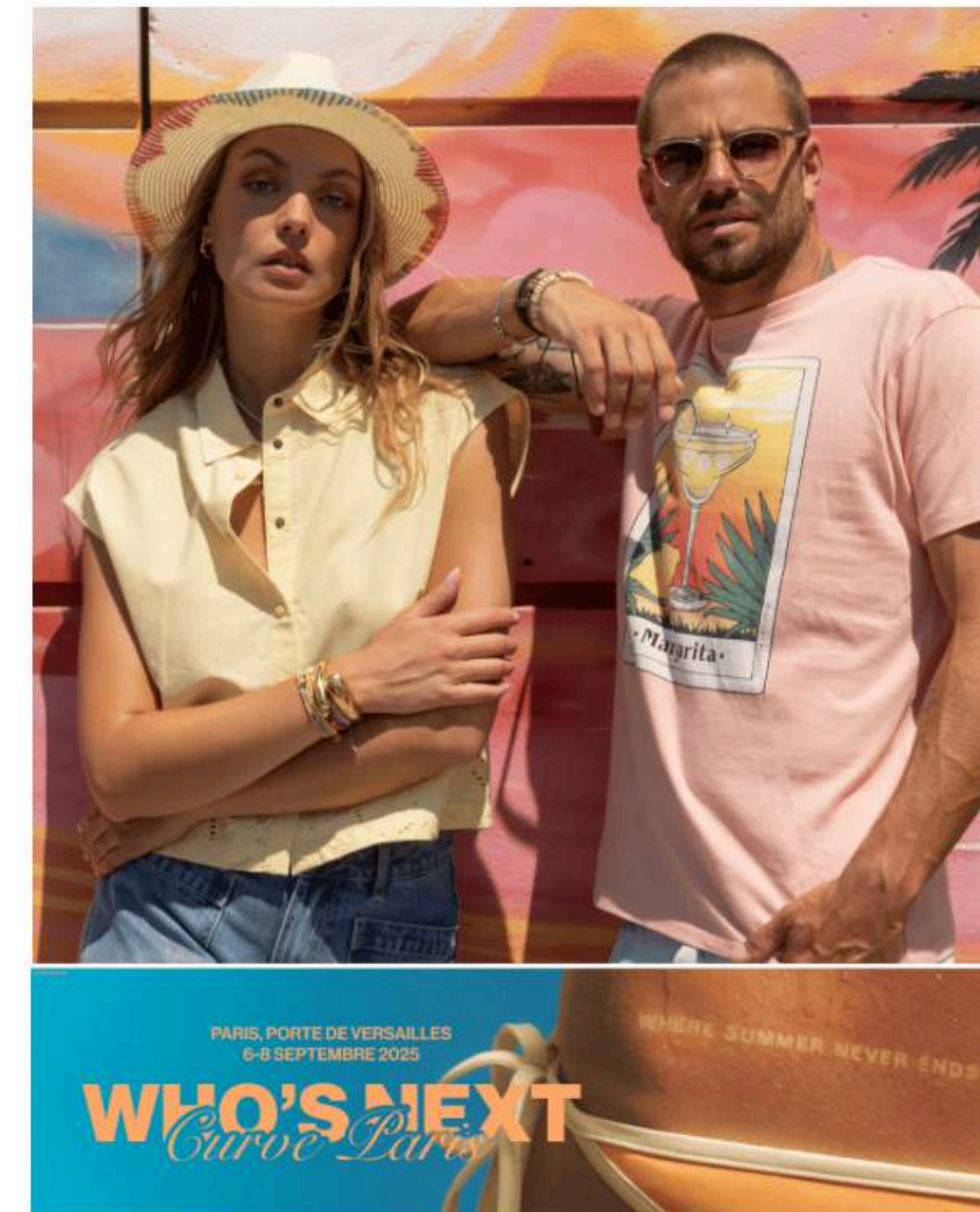
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FASHOP FEATURES

- 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

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DEELUXE
original



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](#).

[S'ENREGISTRER](#)

[NOUS CONTACTER](#)

THEY WORKED WITH US

+300 brands

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CAVAL

DEELUXE

SUBU

GUESS

A·P O I L
CASHMERE

KANOPÉ

Le temps des
perises


Desigual.

Lpb
LES PETITES BOMBES


VICOMTE A.
PARIS

Armor·lux

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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 x **WSN ACADEMY**

THANK YOU!

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