

# WSN ACADEMY

 Learn  
 Grow  
 Innovate

## DIVERSIFICATION & HYBRIDIZATION



**01 STAND OUT - BK1**

**02 SEIZE THE OPPORTUNITIES**

**03 DIVERSIFY ACTIVITIES**

**04 CREATING LINKS (INTERNAL - EXTERNAL)**

**05 NETWORKING**

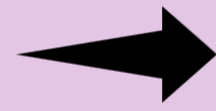


# 01

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## STAND OUT - BK1

**My original profession:**  
hairstylist



**Differentiate myself:**

New concept: in a Haussmannian  
apartment - 2007







# 02

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## SEIZE THE OPPORTUNITIES

## 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.



03

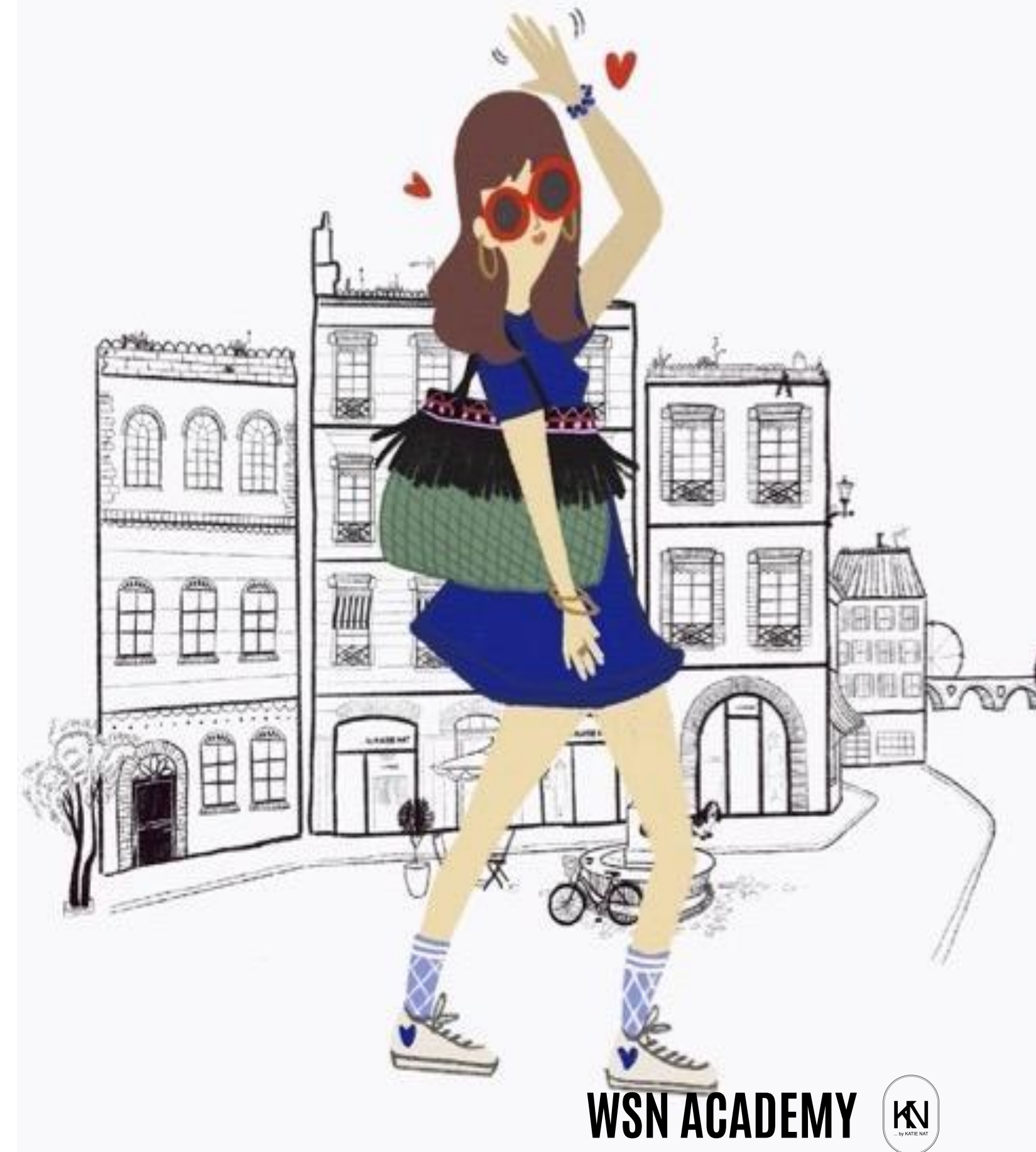
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## DIVERSIFY ACTIVITIES



# 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...)



# 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

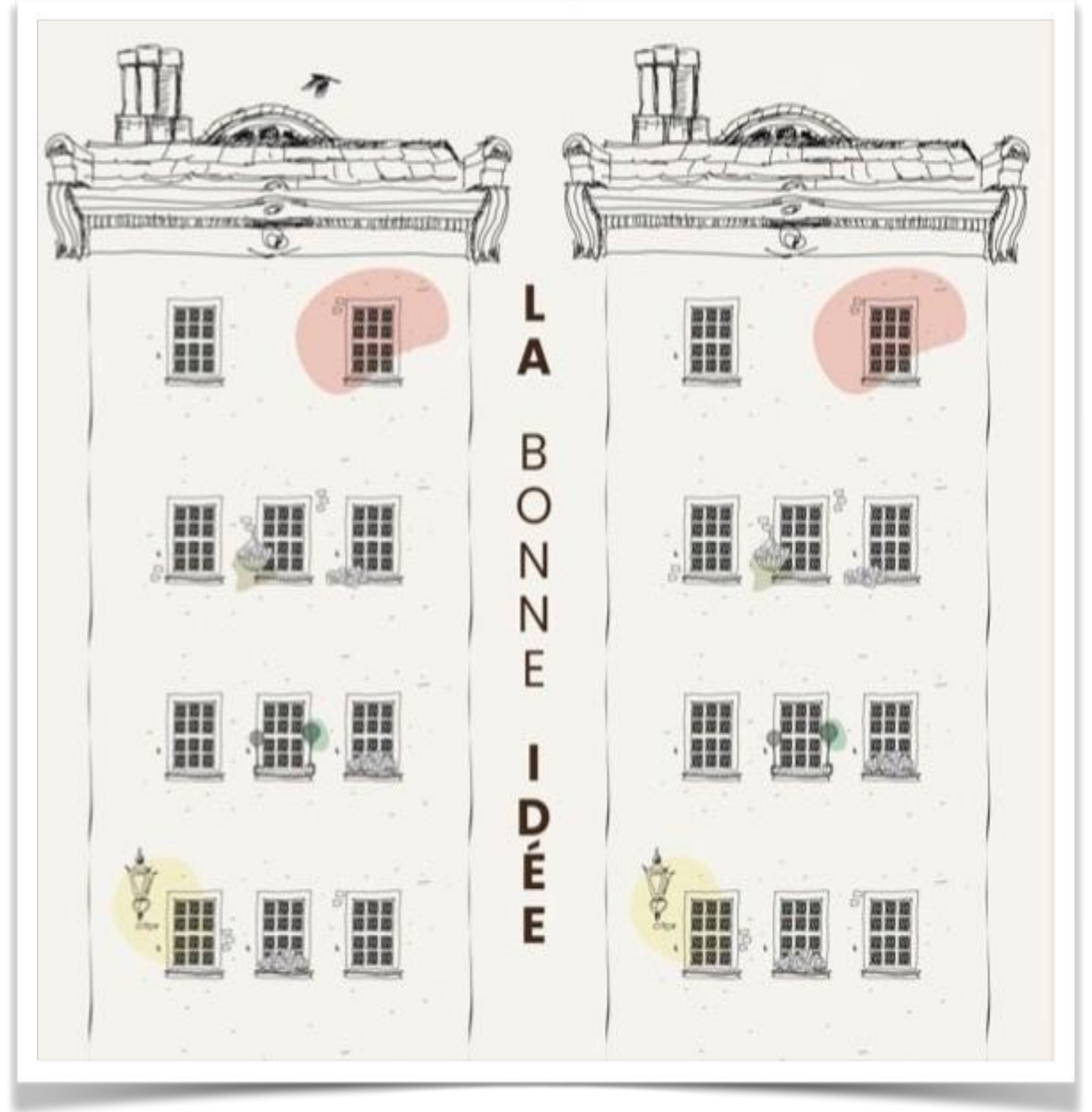
- The idea: to bring together creative retailers and artists who share the same vision of quality and passion in our crafts.
- To break down the barriers between different professional sectors.
- Benefits: networking, increased visibility, more impactful and original events when done together.
- Bringing 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



SEIZE THE  
OPPORTUNITIES



DIVERSIFY



OF THE LINK  
& OF THE NETWORK



**WSN ACADEMY**



**THANK YOU!**

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We'd love to hear your opinion!