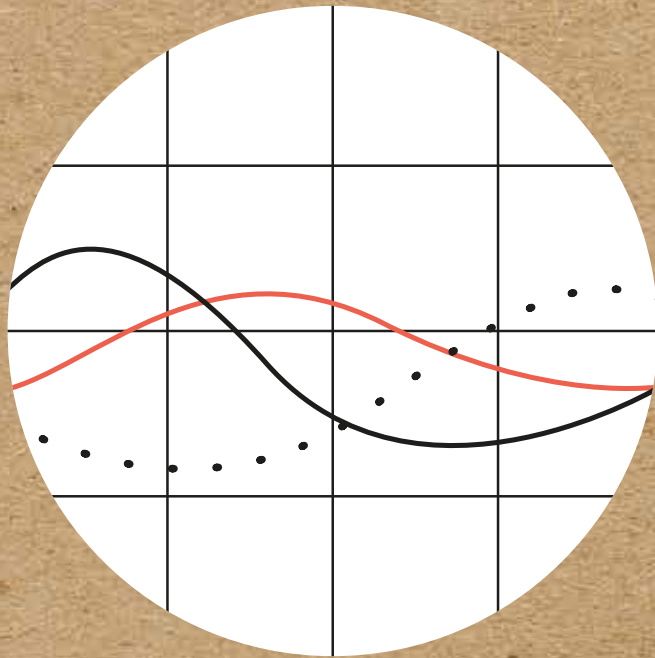


Seeds for growing



FASHOP⁷

Wholesale is at the heart of your omnichannel strategy

by Philippe Zeder — CEO of FASHOP

«Don't judge
each day by
the harvest you
reap but by the
seeds that you
plant.»

Robert Louis
Stevenson

With each upheaval, the French multi-brand network has proved its impressive resilience and ability to adapt in the face of adverse conditions, and remains the preferred distribution channel for consumers.

Through their proximity, the quality of their advice and their agility in adapting to their customers' wishes and needs, multi-brand outlets are at the heart of the omnichannel strategy developed by brands of today.

This agility, notably expressed in its constant adaptation to the shifting tastes and demands of the market and a search for new suppliers, opens up real growth opportunities for the most proactive brands.

In this era of artificial intelligence, it is undeniable that an effective commercial strategy can no longer be

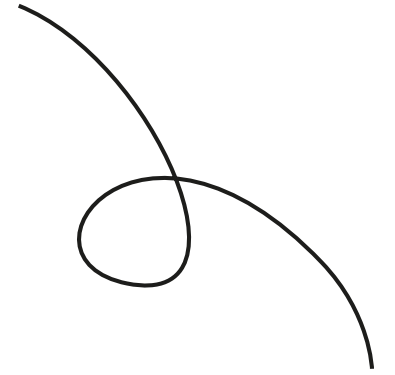
simply intuitive, but that it must be based on precise, informed analysis of data. The complexity we are experiencing today is no longer the scarcity of information, but rather the flood of data that we are inundated with, making analysis difficult. Only the use of high-performance tools that synthesise and analyse the available data can provide a detailed understanding of your brand's ecosystem and help you select the right partners for your future growth.

At Fashop, we are passionate about developing and perfecting tools to help you succeed. As a long-standing partner of major brands for nearly 20 years we are by your side through every stage of your business development, providing the seeds and tools for your future harvest.



In this book, FASHOP introduces
a few boutiques that opened in 2020,
perhaps one of your clients is among them...

100% wholesale



12,900
multi-brand
ready-to-wear boutiques

From small provincial boutiques to the Parisian concept store, data is available for all French multi-brand retail outlets along with the brands they distribute.

10,300
multi-brand
footwear stores

In addition to the 3,700 shoe retailers, 6,600 fashion boutiques currently embellish their offer by proposing on average more than 5 shoe and sneaker brands.

5 seeds for growth



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**Controlling your
brand positioning**

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**Digital
communication**

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management**

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lead potential**

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your market**

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Controlling your brand positioning



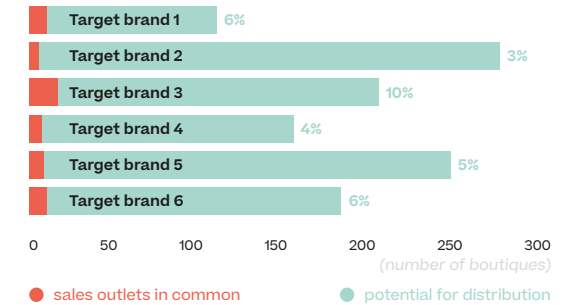
Know yourself...

FASHOP analyses all of your retailers' assortments and gives you the rankings of the brands displayed alongside yours in the store. (fig.1)

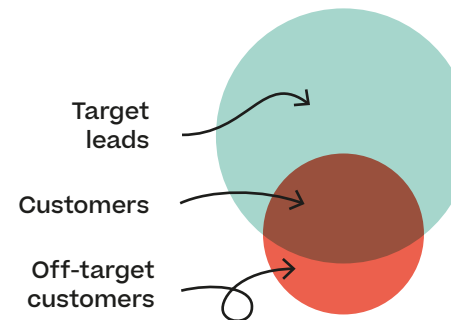
... and you will know the others.

Discover the current brand distribution in your environment, with your market share: by selecting your panel of target brands you can determine the distribution potential of your brand. (fig.2)

Distribution volume analysis. fig.2

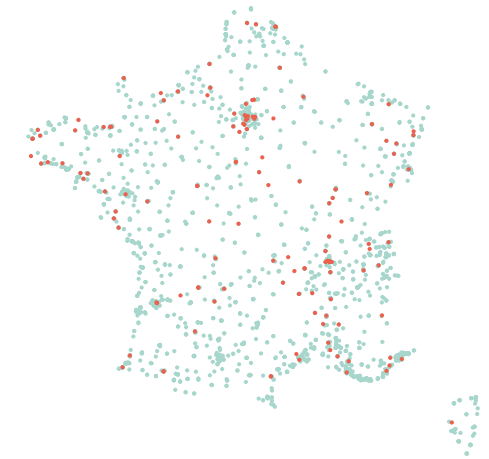


Discover your lead potential!



Your brand's market potential. fig.3

Potential sales outlets for your brand. fig.4

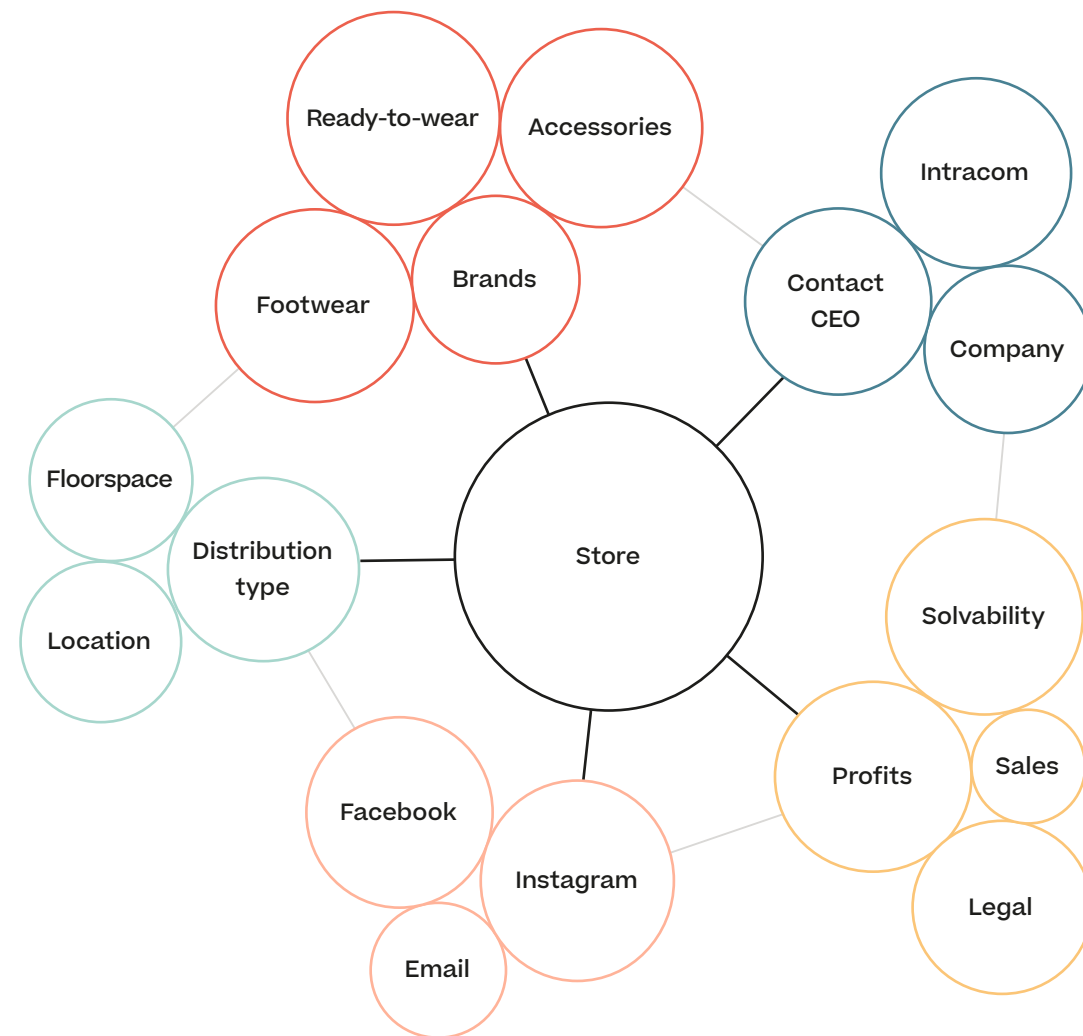


Based on your brand's ideal positioning, FASHOP generates a personalised database of target boutiques to prospect. That is where your future customers are! (fig.4)

Leverage your lead potential

Fashop,
the power
to surprise

With its **unique, reliable and exhaustive database** of French wholesale distribution, backed by powerful software functionality constantly optimised for our community of users, **FASHOP is today the most relevant tool** to ensure optimal control and development of your brand on the French market.



An exclusive goldmine
of retailer data


- General information
- Social media accounts
- Brand assortments

- Legal information
- Financial information

Digital communication

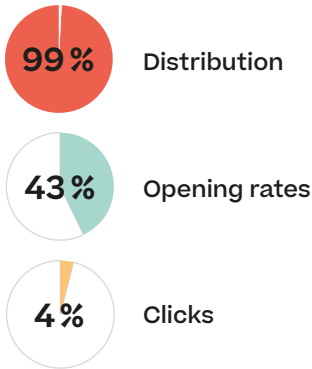
Integrated emailing tools

Our digital communication experts work with brands to design and implement ultra-professional email campaigns, achieving unprecedented conversion rates.

 **Digital showroom**

Send personalized emails directly from your Fashop prospecting service containing invitations to the shops to your online spaces on Le new BLACK, AnKORSTORE, JOOR, ...

Unrivalled engagement via the B2B emailing platform FASHOP



Our address databases are rigorously protected in compliance with the requirements of GDPR, and checked daily.



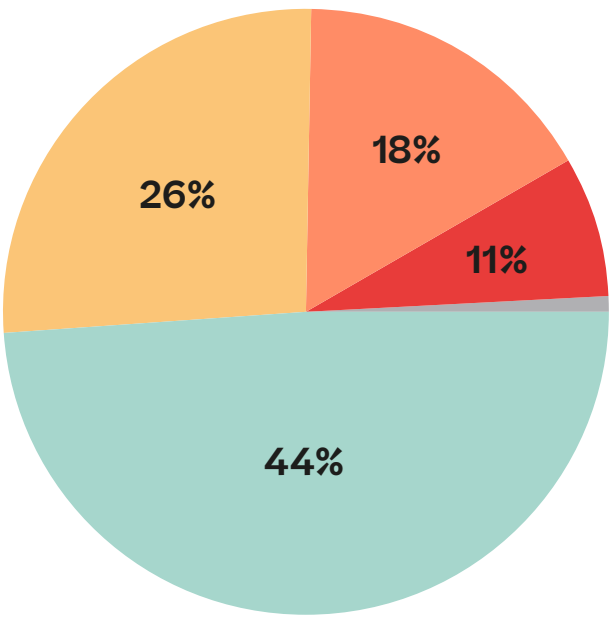
Social selling

The new b2b weapon for your sales force.
The winning strategy for presenting your collections at their very best!



Create a special relationship with your future customers in an informal context.

Monitoring your market



Solvency

The company credit rating is a critical tool in decision making.

Updated daily, the rating score is calculated on the basis of a set of key financial elements communicated by the company to the rating organisations and can be impacted by payment defaults.

- Low to near zero risk
- Medium to low risk
- Medium to high risk
- Very high risk
- Proven risk

Creditworthiness of French multi-brand outlets.
April 2022

Store openings

Finely-tuned market monitoring based on defined targets offers priority opportunities to be exploited throughout the season.

Every season, **20% of the assortments stocked by shops changes** and **10% of overall wholesale distribution** is renewed each year. Be the first to be informed to **act effectively**.

Court judgements

Judgements handed down by French commercial courts (receiverships, liquidation, safeguard plans...) are now accessible within 24 hours via our services. Beyond the financial aspect, these alerts allow us to immediately identify and evaluate possible alternatives.



Optimised marketing management

New

Harness the power of your data

Sales data from your own excel files can be imported and formatted for rapid exploitation via an intuitive data visualisation tool.



The dashboard

Follow in real time the progress of total orders taken compared to your seasonal objectives based on the performance history from previous seasons.

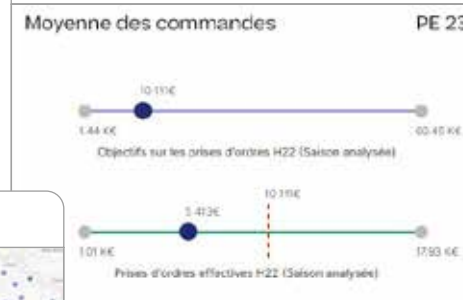
Customer maps



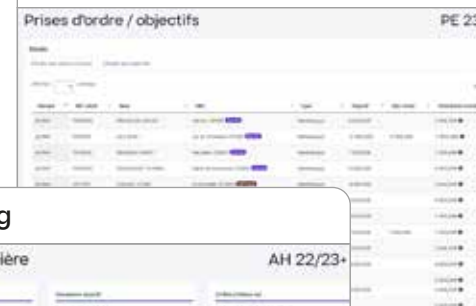
Orders taken



Ratios



Performance per customer



Billing



Key customer indicators

The data view, filtered by customer, shows key information such as targets, orders, purchase types, and sales history.

Resources

fashop.fr/ressources



Current openings

2022

FASHOP reveals a few new stores that are opening this spring. One of your future clients may be among them...



Market research

Livre blanc

Analysis of the distribution ecosystem of a brand in the French market.



Seed of growth

English version

“ Wholesale is at the heart of your omnichannel strategy ”

A simple demonstration that lasts just a few minutes will let you discover how our prospecting services can revolutionise your business development.

Call us on
+33 (0)388 232 825



FASHOP⁷

More than 300 brands trust us for their commercial development.

in ☎ +33 (0)388 232 825

www.fashop.fr