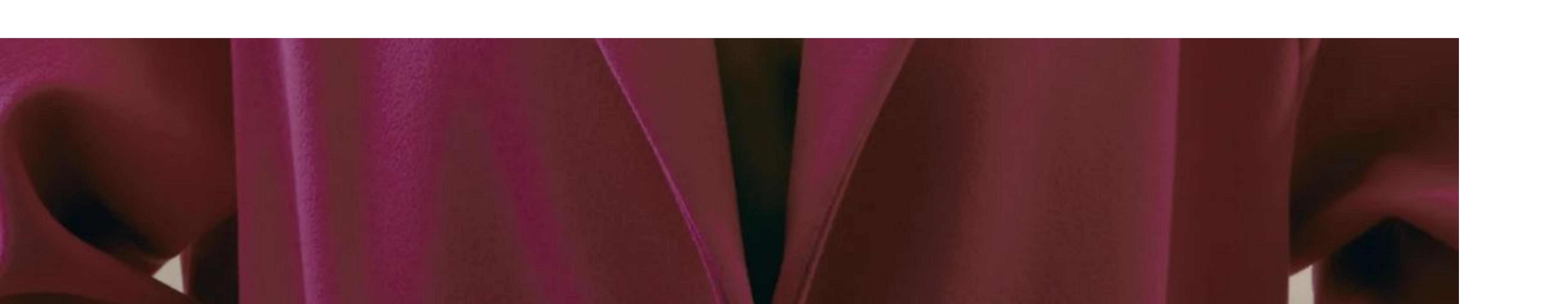


SN FASHOP? Pages Mode

WSN takes on a new dimension by becoming a majority shareholder in Labomode Group, the developer of Fashop and PagesMode



A step further in the support of the fashion industry

A year after the success of its phygital partnership with Ankorstore, WSN has taken a new strategic step by acquiring a stake in Labomode Group, owner of the Fashop and PagesMode platforms - two key players in the fashion retail data market in France.

This merger strengthens WSN's leading position in the wholesale sector and accelerates the availability of new tools for brands and retailers. Together, the two organisations aim to boost the sales performance of the entire fashion ecosystem, by offering concrete solutions: market research, prospecting tools and trend analyses for brands; levers to boost shop traffic and capture market signals for retailers.





A greater fashion ecosystem, stronger synergies

The acquisition of this stake will enable WSN to expand its range of 360° services for its community, while at the same time giving Labomode new visibility among the thousands of players in the WSN galaxy.

This move is in line with the vision of Frédéric Maus, head of WSN: to make the company an agile and innovative partner for a fashion industry in the throes of transformation.

With an increase from 2 to 12 events a year, WSN has established itself as a key player in the sector, capable of capturing the changes in the creative industry and responding with concrete solutions, all year round.

"Our acquisition of a stake in Labomode Group marks a new stage in our strategy of providing practical solutions. Fashop and PagesMode are now key players in fashion data in France. This partnership opens up new horizons for us: integrating artificial intelligence into our tools to predict and anticipate market trends, exploring new sectors and broadening our scope to include other creative worlds - fashion, lifestyle, design - while supporting our communities in new geographical areas".

- Frédéric MAUS, WSN Group CEO

"I am delighted with this natural alliance between Labomode Group and WSN, two highly complementary entities. Together, we are providing brands with powerful, practical solutions: Fashop and WSN trade shows for B2B, and PagesMode for B2C. Our digital expertise amplifies the impact of WSN's physical events and offers brands an additional, coherent and effective lever for development.

Philippe ZEDER,
 Labomode Group Founder and CEO



About Fashop

Founded in 2001 by Philippe Zeder, who has fifteen years' experience in the ready-to-wear sector as a sales manager and franchisee, **Fashop has established itself as a key player in fashion retail data.**

Its mission: to provide brands with a strategic vision of their distribution. Thanks to an exhaustive database of multi-brand ready-to-wear and footwear shops, **Fashop uses its Al to analyse the assortments of each retailer in order to map** the direct competition in shops and, in return, propose a tailor-made prospecting database, aligned with the positioning of each brand.

Designed for manufacturers and distributors, Fashop's solutions optimise prospecting, maximise commercial presence and structure selective, high-performance brand distribution.

About PagesMode

Founded in 2004, PagesMode.com has established itself as the leading fashion shopping directory in France. Facilitating contact between consumers and physical shops and guiding Internet users looking for their favourite brands to the nearest shops.

Since its creation, the success of the concept has been based on the fact that brands and points of sale are listed free of charge, thanks to its advertising partnership with Google®AdSense.

In May 2024, a new version of the service went online, designed to strengthen its organic referencing strategy with smartphone-oriented ergonomics. Passing the 100 million impressions mark in Google search results in 12 months, the service has been a resounding success, with a 30% increase in traffic.

In 2025, PagesMode launched CLUB PM, a Dashboard reserved for the 30,000 professionals registered on its platform. This interface allows users to manage their information, access search statistics, respond to consumer searches for parts, and keep up to date with professional news via the newsletter and the dedicated Instagram account.

Over the course of the year, new services will be added to the CLUB PM Dashboard, which is set to become an everyday tool for fashion professionals.

About the WSN group whosnext.com

For over 35 years, we've been imagining and designing events that inspire, connect and celebrate creativity.

We are passionate about what we do.

Positioned at the intersection of fashion, design, lifestyle and culture, the WSN Group offers experiences that unite business and emotion.

We support brands, retailers, emerging talent and professionals in the creative industries.

In 10 years, we have gone from 2 events to 12 annual events, all very different and unique, created to meet the multiple expectations of the creative industries.

We've also successfully launched new formats such as Matter & Shape and DRP.

Beyond these 12 events and our role as a connector, we wanted to go even further and offer concrete ongoing solutions: WSN Academy, RUN, partnerships with Ankorstore and Ulule...

The diversity of our entities is therefore a unique strength.

In Paris and abroad, throughout the year, every meeting, large and small, is a response to the diverse issues facing our customers and the market.

The evolution of the WSN group:

- →12 annual events, compared with 2 a few years ago.
- →From organiser to operator of trade shows.
- →Development of 4 concrete solutions.
- →Strategic partnerships with ANDAM, Ankorstore, Ulule...
- →A total visitor base of 150,000 professionals each year.

Press Contact

HOWLETT-DUBAELE / Hugo Howlett hugo@howlettdubaele.com +33 6 18 08 10 55