

A photograph showing the back of a woman with long dark hair, wearing a light blue sweatshirt. She is looking at a clothing rack filled with various garments on wooden hangers. The clothes include several denim jackets, a green dress, a patterned top, and other casual wear. The background is a plain, light-colored wall.

WSN SURVEY RESULTS.

‘Sales periods and the state of the fashion community’ - April 2020

Context.



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Responding to the call of **Patrick Aboukrat** (Founder of the **Abou D'Abi Bazar boutiques**), **Loic Rouault** (Mathom showroom agent), **Gary Silvestre Siaz** (G2S Agency agent), backed up by **Nathalie Friedlander** (Co-founder of the Brand **Bazar boutique**), **Bernadette Hirsch** (Founder of the **Mademoiselle H boutique**), **Philippe Zeder** ([pagesmode.com](#) site Editor), **Philippe Maurel** (Director of publications at **Boutique2mode** and **l'Echommerce**), and with the support of the **Fédérations des détaillants de la Chaussure**, **détaillants de la Maroquinerie**, as well as the **Fédération Française du Prêt-à-Porter Féminin** and the **Fédération Nationale de l'Habillement**, WSN has conducted a survey during this COVID-19 health crisis, to allow a large part of the fashion industry to express their opinions and questions regarding the sales period and future prospects for the post-confinement and post-COVID period.

”

Introduction.



“

This survey illustrates our desire to create a strong and united collaborative movement, to advance the issues that we feel are most important and to ensure that this unprecedented crisis will help our industry to move forward in a more meaningful way. We are confident that we can **act in solidarity, with all the fashion industry players and find a new way of working, together.**

”

Frédéric MAUS,

WSN CEO (organiser of fashion trade shows; Who's Next, Premiere Classe, Traffic and Impact)

Methodology.



Online questionnaire running from 1st - 7th April 2020

Sources of dissemination:

- . E-mail addressed to European visitors and exhibitors of the WSN trade shows
- . E-mail addressed to professionals listed by the online platform pagesmode.com
- . Relaying via survey partners, media and social networks

4 735 respondents (having started and finished the survey)

12 questions on the following topics;

- . The profile of the respondents
- . Sales & promotions outside of sales periods
- . The current situation & the main issues caused by the COVID pandemic
- . Their vision of the future post-confinement and post-COVID period

Summary.

- 1.** The profile of survey participants
- 2.** Sales periods:
the pre-sales period & the sales calendar
- 3.** Current climate:
analysis of the situation
- 4.** Looking to the future:
post-COVID vision



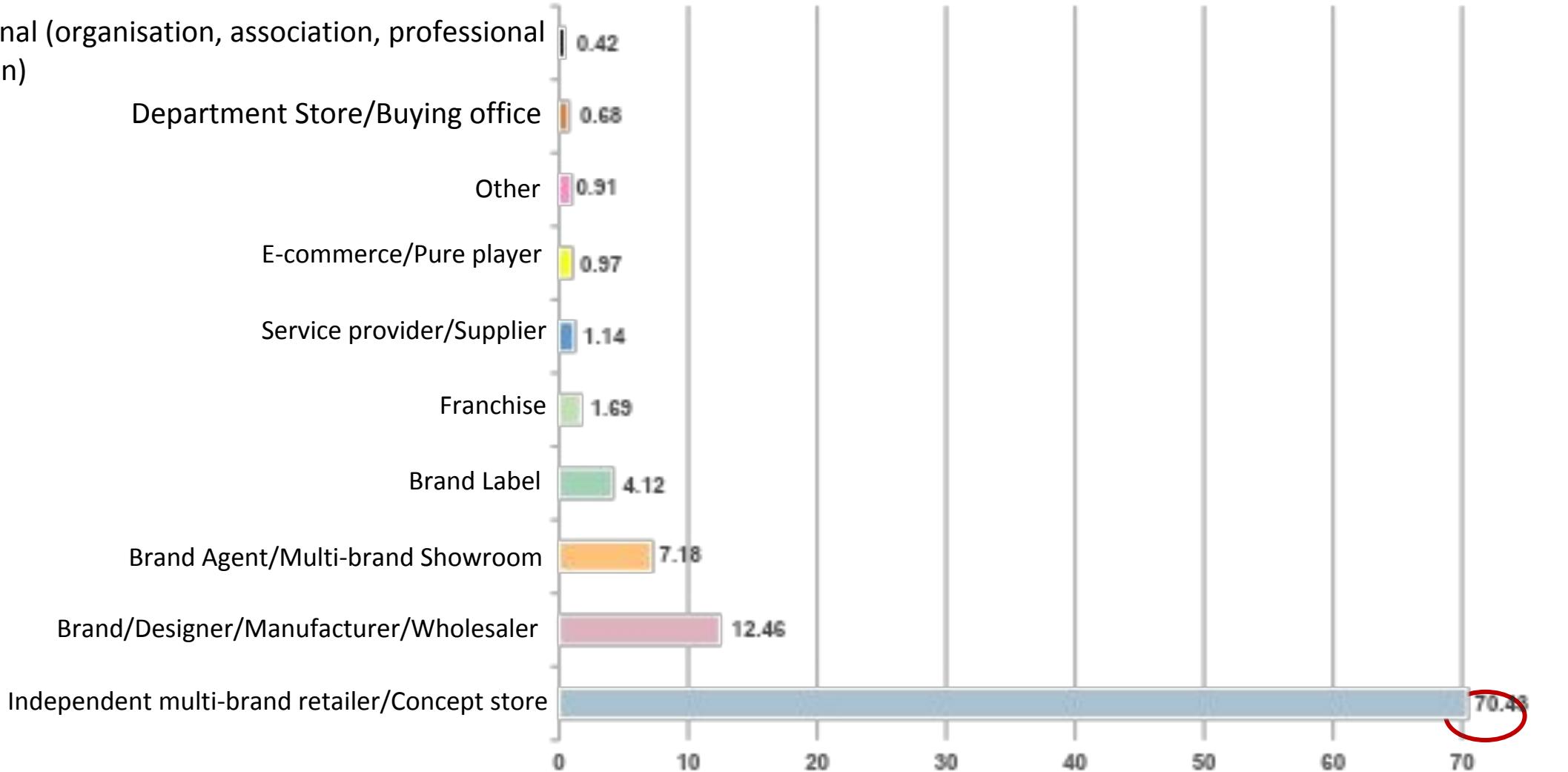
1

THE PROFILE OF PARTICIPANTS

Categories of respondents.

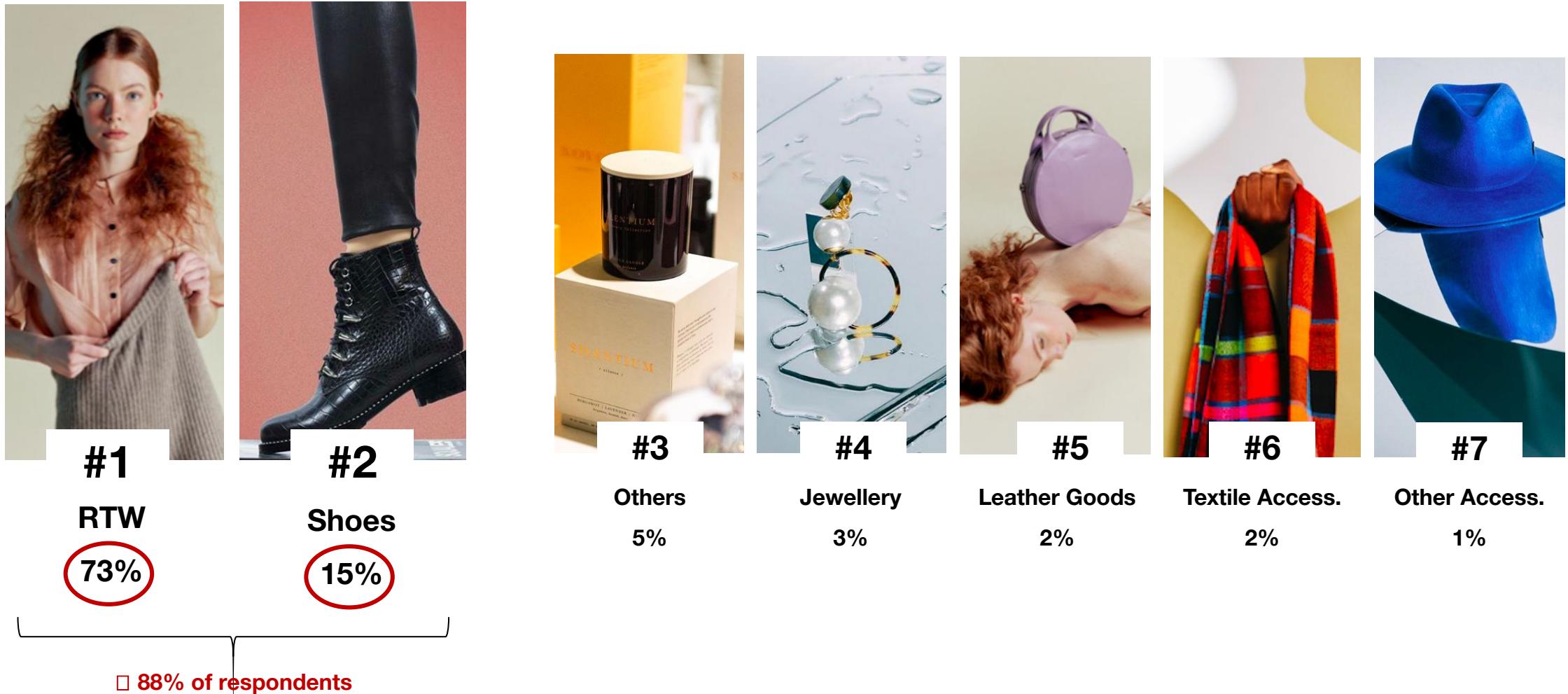
Q1: I am a...

Institutional (organisation, association, professional federation)



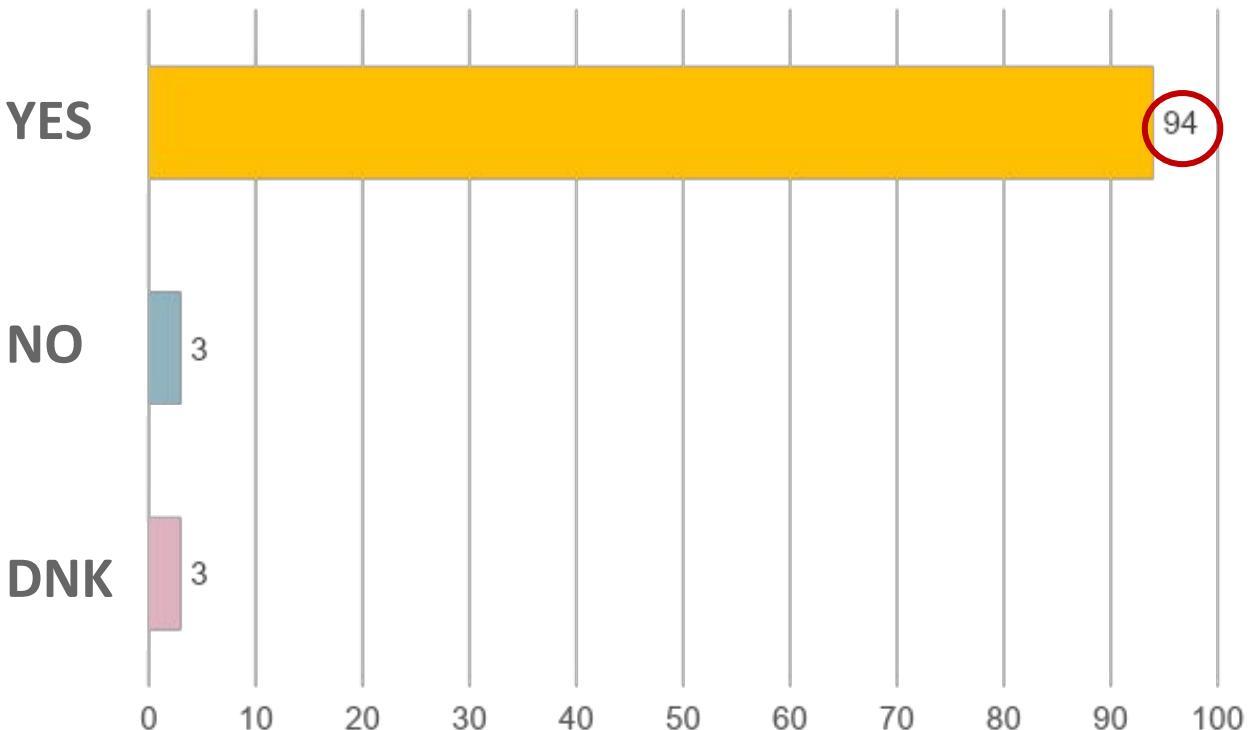
Categories of products.

Q2: What is your main product category?



Respondents' position on sales.

Q3: Are you concerned about the regulation of sales and promotions in Europe?





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SALES:
Sales dates and pre-sales
promotion periods in France and
Europe

Sales dates: summer 2020.

Q4: The summer 2020 sales are planned in France for Wednesday 24th June - Tuesday 21st July inclusive. Do you think that the start date of the summer 2020 sales should be postponed and if so, when would you like them to start?



Overall opinion

88%

of 4 735 participants wish to **postpone the start date** of summer 2020 sales

of which:

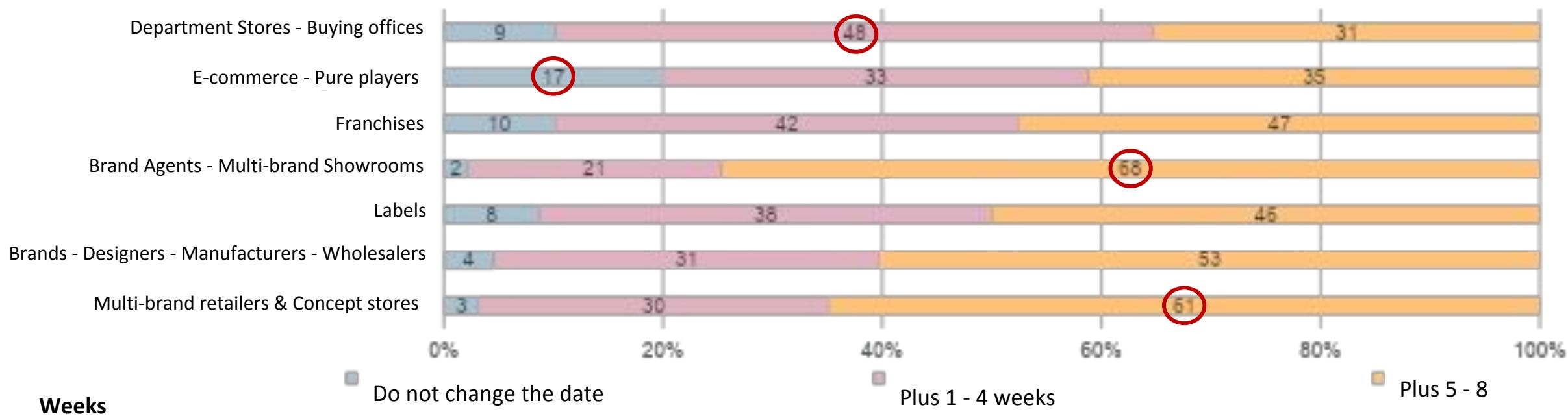
70%

were in favour of an **4 to 8 week delay**

Sales dates: summer 2020.

Q4: The summer 2020 sales are planned in France for Wednesday 24th June - Tuesday 21st July inclusive. Do you think that the start date of the summer 2020 sales should be postponed and if so, when would you like them to start?

Opinion by category of respondents.



>> E-commerce, Department Stores and Franchises are in favour of a 0 - 4 week delay
Retailers, Brand agents and Brands are notably in favour of a 5 - 8 week delay

Summer 2020 off-sale promos.

Q5: For summer 2020, do you think that the State should intervene to ban operations such as French Days and private sales?



Overall opinion

86% YES

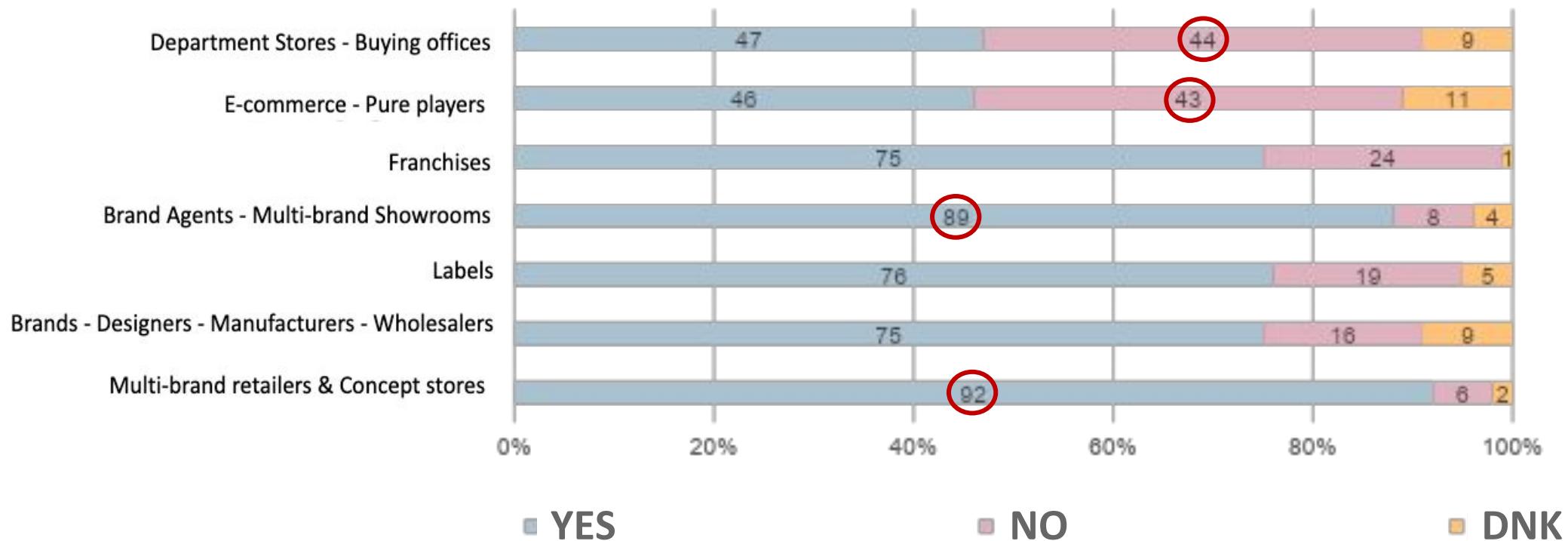
of 4 735 participants are in favour of the banning of promotional operations before the beginning of the summer 2020 sales period

8% NO

are not in favour of such interventions

Summer 2020 off-sale promos.

Q5: For summer 2020, do you think that the French State should intervene to ban operations such as French Days and private sales?



>> E-commerce and Department Stores are divided in opinion
Retailers and Brand agents are notably in favour of such a ban
Brands, Labels and Franchises are in favour but not as strongly

Winter 2021 sales dates.

Q6: In the longer term, should the winter 2021 sales calendar also be reviewed?



Overall opinion

85%

of 4735 participants wish to **delay the start date**
of winter 2021 sales

of which:

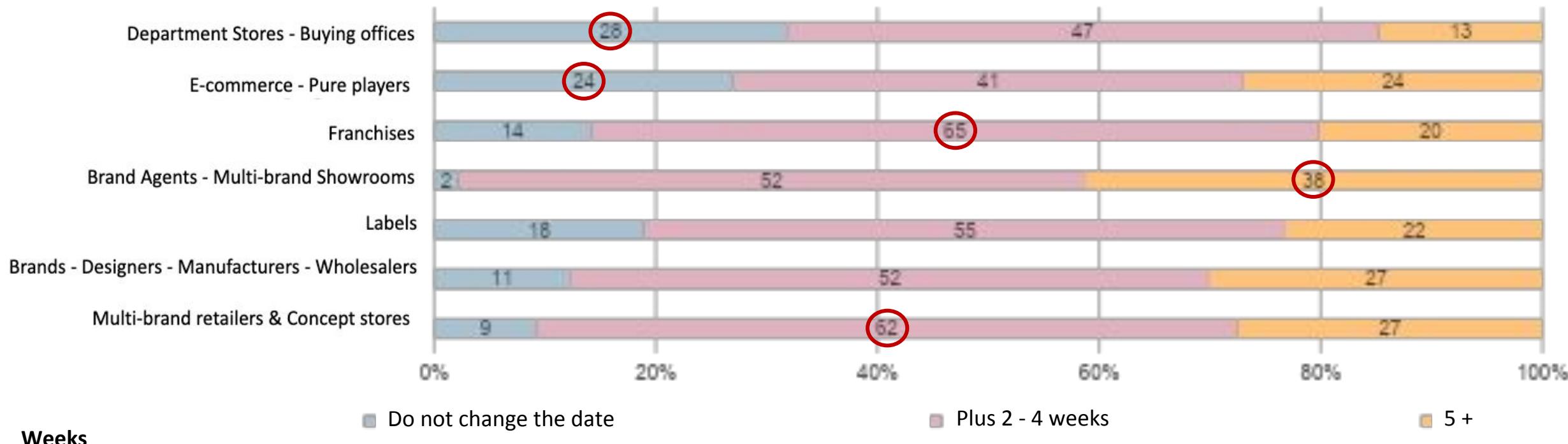
59%

are in favour of a **3 - 6 week** shift

Winter 2021 sales dates.

Q6: In the longer term, should the winter 2021 sales calendar also be reviewed?

Opinion by category of respondents.



>> E-commerce and Department Stores are notably in favour of a 0 - 4 week delay
Retailers, Brand agents and Brands are notably in favour of a 2 - over 5 week delay

Winter 2021 off-sale promos.

Q7: And for winter 2021 (Black Friday, private sales, etc.)?



Overall opinion

77% YES

of 4 735 participants are in favour of a ban on promotional operations before the beginning of the winter 2021 sales period

17% NO

are not in favour of such interventions

Winter 2021 off-sale promos.

Q7: And for winter 2021 (Black Friday, private sales, etc.)?



>> E-commerce and Department Stores are divided
Retailers and Brand agents are notably for a ban
Brands, Labels and Franchises are in favour, but less strongly

European sales calendar.

Q8: Do you think that the global calendar of sales and operations should be review within Europe?



>> All respondent categories are notably in favour regulation within Europe
but the E-commerce - Pure players category is less strongly in favour

‘ ’

VERBATIMS

“Fixed sales periods for **everyone**,
without private sales and other discounts!”

“To save **independent retailers**,
promotions should be banned at all costs”

“There needs to be **the same legislation** for
all players on a European level”

“To put a stop to all kinds of promotions
without respect for the law, once and for all:
practices which have completely **deregulated**
the market and destabilised the consumer”

“These practices are **destroying** an entire
network of independent shops and boutiques
that are desperately trying to maintain an
ethical way of working”

‘ ’

Society

QUINZINAIRE LIBRE ET INDEPENDANT

16 MARS 2020
17 MARS 2020
18 MARS 2020
19 MARS 2020
20 MARS 2020
21 MARS 2020
22 MARS 2020
23 MARS 2020
24 MARS 2020
25 MARS 2020
26 MARS 2020
27 MARS 2020
28 MARS 2020
29 MARS 2020
30 MARS 2020
31 MARS 2020

demain, c'est loin...

11 MAI 2020

Tomorrow is far away..

3 ■

THE CURRENT CLIMATE:
Analysis of the situation

Main challenges.

Q9: What are the main challenges that you face?

TOP
RESPONSES



N°1.
CASH FLOW
79%

&

N°2.
STOCK
62%



N°3.
DIFFICULTY FINDING
INFORMATION ON AID SCHEMES
12%

N°4.
PROCUREMENT FOR
RECOVERY
11%

N°5.
OTHER
RESPONSES
6%

Dormant stock.

Q10: Do you have a lot of dormant stock? If yes, from which season(s)?



89%
of respondents
have dormant
stock.

**N°1.
SS20 STOCK
72%**

**N°2.
STOCK FROM OTHER
COLLECTIONS
33%**

**N°3.
AW20-21 STOCK
13%**

Digital solutions.

Q11: Do you use a digital solution?



78%
of respondents
do not use
digital solutions.



4

LOOKING TO THE FUTURE:
Post-COVID crisis vision and the
future of fashion

Post-COVID initiatives.

Q12: Which initiatives would you like to see put in place, to help you after the confinement period, and by whom?

TOP 4 RESPONSES

42%

SALES & PROMOS

18%

PUBLIC AID SCHEMES

12%

SOLIDARITY OF PLAYERS

10%

EQUALITY BETWEEN PLAYERS

- . Regulation of promos outside of sales periods (40%)
- . New regulation of sales (33%)
- . A review of SS20 sales and promos (27%)

- . Aid from the State (95%)
- . Other public aid schemes (5%)

- . More flexibility from suppliers (65%)
- . Stock management and pooling (26%)
- . Solidarity between fashion industry players (9%)

- . Regulation of E-commerce competition between Pure Players and brand sites (66%)
- . Regulation of physique competition between Brand Labels/ Department Stores/ Large Retailers (24%)

VERBATIMS

"A return to working in harmony with the seasons, and therefore also with nature. Also to receiving winter stock at the beginning of the winter season, and not in July. This causes an excess of stock to sell during the sales at the end of the season"

"A cancellation of business tax and social charges for the duration of the period of closure, not simply a deferral"

"If activity restarts at the beginning of May: a discount on products which have not yet been delivered. If it is the beginning of June: a partial cancellation of orders since we will not have time to sell all that stock in just 1.5 months"

"The 'pure players' damage our business a lot: our physical shops have more outgoings and less exposure. A tax would help this unfair competition"

Post-COVID initiatives.

Q12: Which initiatives would you like to see put in place, to help you after the confinement period, and by whom?

OTHER POPULAR RESPONSES

.5 SUPPORT FROM FINANCIAL INSTITUTIONS AND INSURANCE COMPANIES

.6 PRIORITISE LOCAL TRADE

.7 RENT

.8 MADE IN FRANCE & THE RELOCATION OF PRODUCTION

.9 ENVIRONMENTAL RESPONSIBILITY

.10 SEASONALITY, COLLECTION CYCLES & DELIVERIES

VERBATIMS

“The government must officially recognise the status of this health disaster so that we can claim for this loss of profits from our insurance”

“A policy to relaunch the economy which prioritises local consumption and helps small and medium sized businesses and small shops in the city centre ”

“Rent cuts or concessions rather than mere suspensions”

“A review of the manufacturing process in order to make goods as close as possible and only produce the necessary quantities”

“Smart and quality fashion, to encourage local manufacturing and craftsmanship, which will help our customers regain a sense of responsible consumption”

“Our seasons are no longer adapted to the expectations of our customers. They don’t understand why, at the end of July, winter coats and jumpers are already on sale!”

Key findings.



1. SALES

88% of participants wish to postpone the start date of the summer 2020 sales period

85% wish to postpone the start date of the winter 2021 sales period

88% think that the global sales and promotions calendar should be reviewed within Europe

On these topics, 2 distinct groups of respondents have differing opinions:

E-commerce and Department stores on one side, and Retailers, Brand agents and Brands on the other side.

2. MAIN CHALLENGES AND SITUATION

Cash flow and stock were by far the two most cited issues. They are both linked to sales and to seasonality issues, specific to the fashion industry.

78% of respondents do not use digital solutions.

3. INITIATIVES AND THE FUTURE

The regulation of sales and non-sale promotions periods, as well as **State aid** were the issues identified as priorities by the respondents.

Conclusion.



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This survey demonstrates the **urgency of the decisions to be made in the short term**, regarding the regulation of sales and the supervision of promotions. It also shows a heightened risk of business failure, notably faced by local independent stores, which are calling for **help from the public authorities**.

For the near future, major evolutions are essential in order to ensure the fashion industry's sustainability, from the beginning of the supply chain, to the consumer.

A revision of the seasonal buying, selling and sales cycles, the digital transition, relocation, environmental responsibility and raising consumer awareness are all **issues which have been clearly identified** by industry professionals. These issues are also directly linked to decisions which must be taken in the short term.

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WSN

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Thank you.