



CASE STUDY

**“DESIGNING WITHOUT WGSN IS LIKE BEING A SURGEON
WITHOUT THE BEST TECHNOLOGY AND THE BEST
MEDICATIONS, WHY WOULD YOU?”**

- FRANCINE CANDIOTTI, DESIGN DIRECTOR, FILA

Francine Candiotti turned to WGSN to help her create fashion-forward collections and revive Fila's standing as a leader in sports performance apparel.

When Francine Candiotti joined Fila as their head of Apparel Design in 2009, there was, as she put it, “no room for error, no room for mistakes.” After years of lagging sales, Fila was hoping to re-invigorate by giving their high-performance sports apparel a fashion-forward edge. Francine, a self-described “dreamer” and natural-born designer, would need to bring a cohesive and sophisticated aesthetic to 20 separate collections a year, while managing Fila’s ambitious growth goals.

“WHEN I FIRST SAW IT, I COULDN’T BELIEVE IT.”

To start her design process, Francine identifies one theme that will tie together every line each season. To find her theme, Francine turns to WGSN. “I might be inspired by a cut-line, a camel print on a sneaker, or a look back at catwalks from yesteryear...,” she explained. By bringing together everything she looks to for inspiration, WGSN saves Francine hours in research and development up-front, so she can focus on what she does best – creating innovative designs for her customer.

“THE COMMON THREAD THAT HOLDS THE TEAM TOGETHER”

Once she’s found the common theme for a season, Francine relies on WGSN to help turn her vision into reality. She uses WGSN’s workspace and sharing tools to collaborate and communicate with her colleagues - particularly in Footwear - and create a cohesive vision for the brand. Francine, who doesn’t buy samples, also uses WGSN’s vast design library to develop presentations for potential buyers – adding trims, accessories and styling details to bring her vision to life.

CUTE DOESN’T CUT IT ANYMORE

Francine knows, however, that great design can’t happen in a silo. “The consumer is smart. The buyer is smart. And you have to keep up.” According to Francine, “cute doesn’t cut it” anymore; instead, a designer needs information to back up their planning decisions in the board room. WGSN not only lends Francine credibility, but allows her to identify potential gaps in her assortment and make last minute fit adjustments to account for changing global preferences before her customer even has to ask.

A WINNING FORMULA

Francine’s latest collections have been the subject of fashion editorials in major publications around the globe, while Fila’s vendors, all WGSN clients, are buying into their apparel in record numbers. And while this success speaks volumes to Francine’s talent as a designer, she credits WGSN with giving her the tools she needs to do her best work: “Of course, I can design without WGSN. But it’s like being a surgeon without the best technology and the best medications, why would you?”

Using WGSN every step of the way, Francine created Fila’s most advanced, and most publicized, line yet: PLATINUM. Sported by every player at the 2015 Australian Open, PLATINUM uses THERMOCOOL fabric to optimize the body’s natural thermal capabilities. With laser-cut, no sew seams, hyper-modern silhouettes, and ultra-sleek reflective finishes, it was designed for the athlete of tomorrow.