

How to transfer its knowledge
to start ups in the footwear
industry ?

ADC

The French Example

ADC is THE entrepreneurship programm in the french leather industry

- Initiated in 2009 by CTC
- Transformed in 2012 as a start up studio
- Financed at 95% by the collected tax of the french leather industry
 - 2018 total budget = 700k€
- Supported by retired and current executives of the sector
- Operated by relevant experts



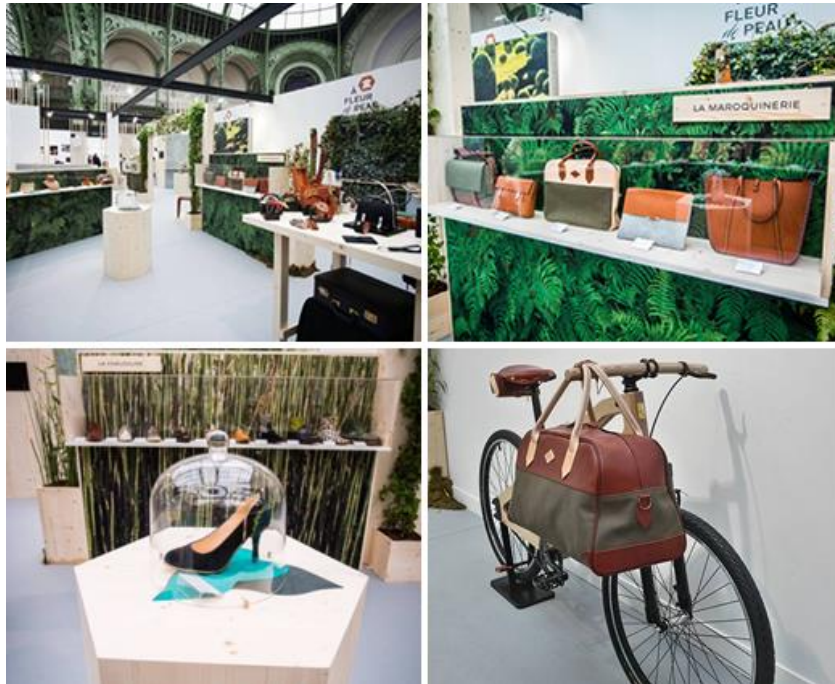
ADC aims to prepare the renewal of the sector by the management knowledge transfer

- Demanding Challenges
 - To support the leather industry dynamics
 - To foster the emergence of new enterprises
 - To create jobs in the french leather industry
 - To highlight the french creativity



ADC becomes a showcase for the French leather sector

- Promoting a dynamic, inclusive and modern image
 - Young French brands & creative renewal
 - An international visibilité with events and fairs



Salon Révélations – Grand Palais, Paris, Mai 2017



Salon Magic - Las Vegas, Février 2017

2. How ADC works ?

Processes

Applications

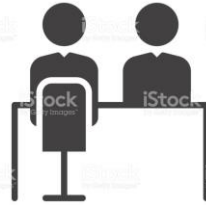


Application form



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Recruitment process



Pre-selection
interview



Selection board

Entrepreneurship programm



Profesionnal network



ADC Entrepreneurship programm

1/2

3 years to benefit from

- Theoretical and practical trainings
- Individual coachings
- Executive mentoring
- Individual & collectiv financial aids
- A dedicated guarantee fund
- A free Showroom in the center of Paris
- Network meetings



ADC Entrepreneurship programm

2/2

ADC developed a strong expertise in « How to develop leathergoods brands »

G Entrepreneurship

 Organisation & process

 Business Models

 Identity brand image

 Digital & social networks

 Leather, Shoes and Leathergoods

G Legal

 Sales

 Press relations

 Style

 Trends

 Finances

G General skills

 Specific Skills

Comitment comity

Leather Industry

Hervé Descottes
LE TANNEUR

Frank Boehly
CONSEIL
NATIONAL
du CUIR

Michelle Bonnet


Fashion & Luxury

Bénédicte Vermerie


Sylvie Pourrat


Isabelle Gleize
 Village
des
Créateurs

Pierre de Champfleury


MODE
DÉCO
DESIGN

Industry

Yves Mouriès


Jean Pierre Tolo


Institutions

Charlotte Sorin
bpi**france**

Lara Barghout


Jean Louis Tertian


3. Results

ADC in figures

- Since 2009 : **56** companies supported
 -  24 shoes brands
 -  22 leathergoods brands
 - 2 others (lifestyle & service)
- **3 transfered companies & 1 licenced**
- **9 stopped their activity (16%)**
 -  2 shoes brands
 -  6 leathergoods brands
 - 1 lifestyle



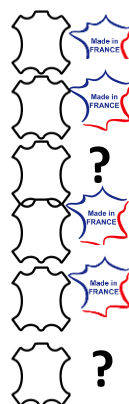
Based in France



Specific competencies

Jobs

- Among the 43 brands in activity today
 - **25 manufacture in France**
 - **11 within their own workshop**
- In addition to production, many other competences act for brands development



Artistic Director

Styliste

Prototypiste

Product manager

Buyers

Quality Controlers



Community manager



Press Agency



Photograph



Graphists



Translators



Printers



Sales and Customer Services



Shop Assisntats

? IT Developers



Back office



? Transports



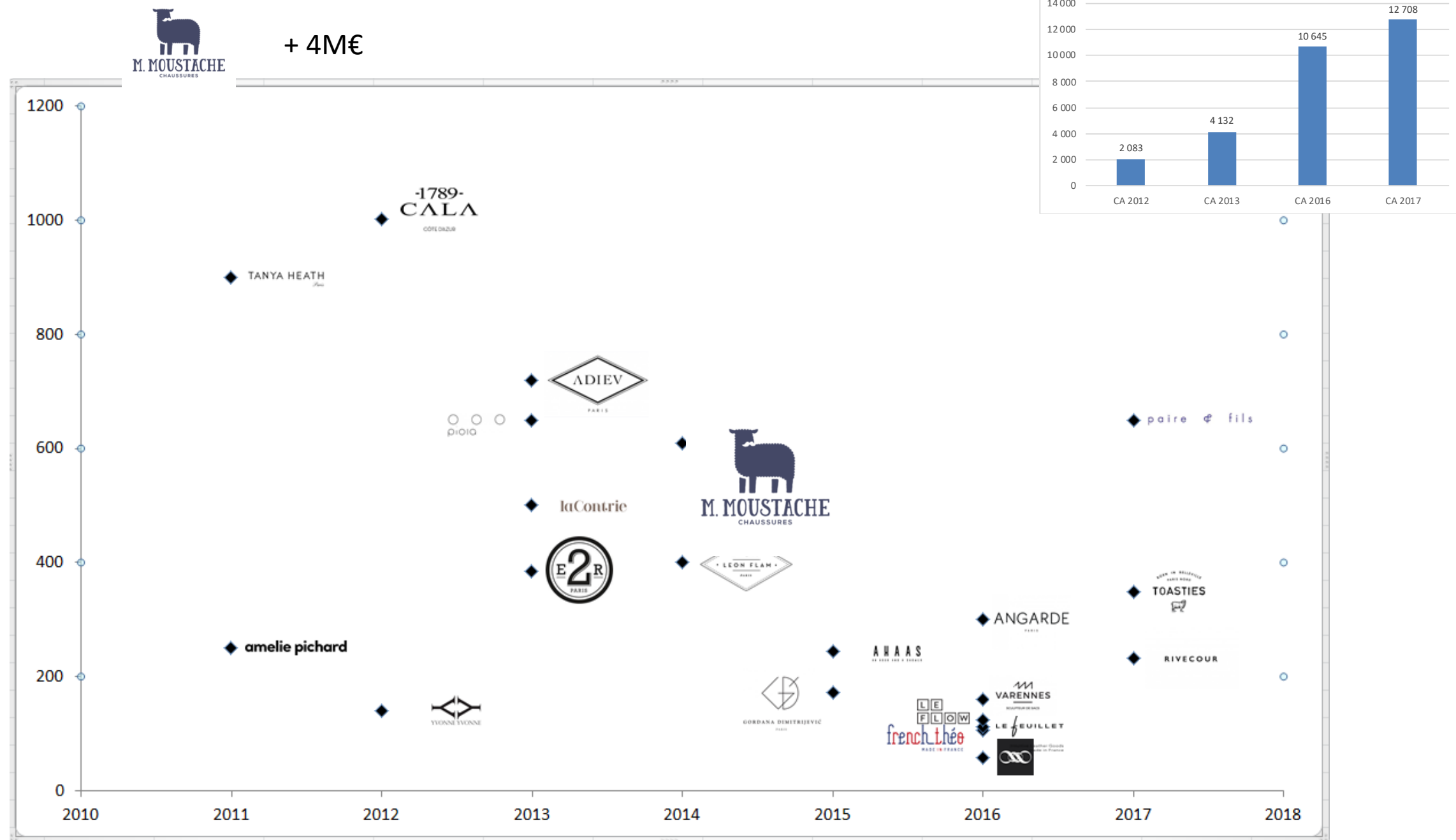
Accountings



Lawyers - Banks

In 2018 : 190 jobs in France (145 direct + 45 indirect), 42 in Europe, Total 232 jobs

Turnovers of the Main ADC Program Companies





Examples of fashion collaborations between ADC Labels and established brands



ADC : A lab for the leather sector

- ADC becomes a watch lab, a resources and competencies center
 - New business models
 - New sales trends tendencies de commercialisation, in particular in the digital area
 - New consumers trends
- An incubator
 - A third place for meetings and discussions
 - A hub for entrepreneurs looking for networks, relays, expertises, workshops
 - A pool of operational experts

Ready for reverse mentoring !

Please, come and visit us
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