

TOP 100 BRANDS

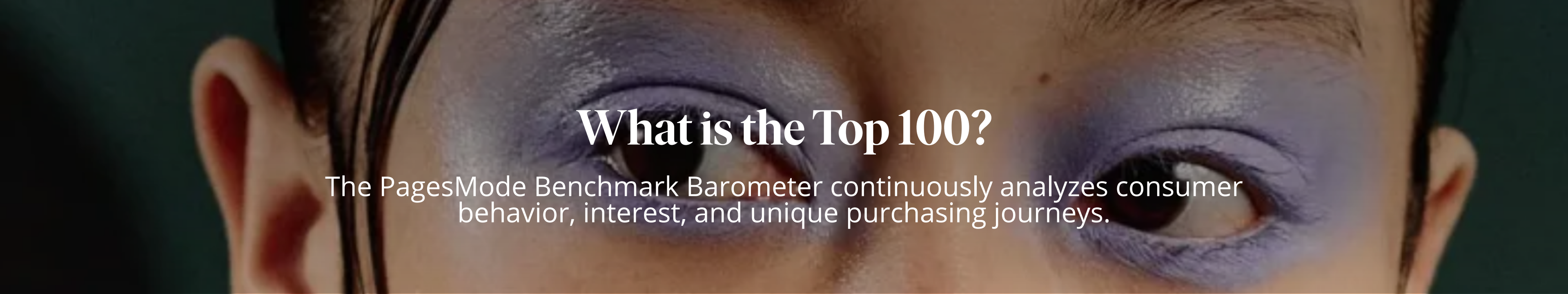
What the PagesMode search rankings reveal about the fashion market.

WHITE PAPER No. 1 - 2026

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What is the Top 100?

The PagesMode Benchmark Barometer continuously analyzes consumer behavior, interest, and unique purchasing journeys.

The fashion market is no longer merely evolving; it is fragmenting and redistributing itself at an unprecedented pace. Faced with increasingly fickle consumers who are overwhelmed with choices and guided by highly specific purchasing criteria, traditional performance metrics (such as simple past sales volumes) are no longer sufficient to predict the future.

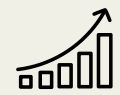
Drawing on millions of data points generated by the PagesMode platform, this exclusive analysis takes stock of three pivotal years (2024–2026).

Through the lens of our Top 100 Brands, this document aims to:

- Measure overall consumer interest through total views, a reliable indicator of a brand's desirability.
- Highlight sectoral shifts: analyze how certain categories are chipping away at traditional market shares.
- Decode brand life cycles (from hyper-growth to market correction) to draw strategic insights.

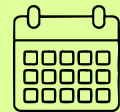
The PagesMode Methodology

A unique database of purchase intent



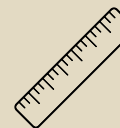
VOLUME

Consolidation of views from over 2.4 million users per year and retail locations listed on the platform



PERIOD

January 2024 to May 2026



SCOPE

All fashion brands distributed in France



CRITERION

In the top Google search results



#	BRAND	#	BRAND	#	BRAND	#	BRAND
1.	BIRKENSTOCK	26	COMME DES LOUPS	51	SCHOLL	76	STEVE MADDEN
2.	CABAIA	27	HELVETICA	52	SALSA JEANS	77	LA PETITE ETOILE
3.	CARHARTT	28	SUBDUED	53	BUFFALO	78	MEDUSE
4.	K-WAY	29	AMI	54	BENSON & CHERRY	79	ULLA POPKEN
5.	DR MARTENS	30	TAMARIS	55	RIEKER	80	FIVE JEANS
6	AUTRY	31	JACQUEMUS	56	NEW BALANCE	81	TANTA
7	VANESSA WU	32	VEJA	57	MONCLER	82	HOD
8	BARBOUR	33	THE NORTH FACE	58	CELINE	83	1083
9	STRADIVARIUS	34	NIKE	59	EASTPAK	84	ARMOR LUX
10	SKECHERS	35	PULL & BEAR	60	CATERPILLAR	85	KICKERS
11	STUSSY	36	HEY DUDE	61	SCHOTT	86	MOLLY BRACKEN
12	RAINS	37	PARAJUMPERS	62	LIU JO	87	SOLOVAIR
13	UGG	38	ONLY	63	SEMERDJIAN	88	ORAIJE
14	CROCS	39	DICKIES	64	UNDER ARMOUR	89	BRANDY & MELVILLE
15	PIKOLINOS	40	TIMBERLAND	65	CLOSED	90	HOFF
16	PATAGONIA	41	POLO RALPH LAUREN	66	LEVI'S	91	HAPPY SOCKS
17	CP COMPANY	42	MAISON HOTEL	67	JOTT	92	KANGOL
18	SEZANE	43	TBS	68	GOLDEN GOOSE DELUXE BRAND	93	RED WING
19	MASSIMO DUTTI	44	CONVERSE	69	HELLO HOSSY	94	ATELIER TUFFERY
20	GERTRUDE	45	COLUMBIA	70	BERSHKA	95	GUCCI
21	FREEMAN T-PORTER	46	HELLY HANSEN	71	TOMMY HILFIGER	96	FRED PERRY
22	STONE ISLAND	47	ARTE ANTWERP	72	SEBAGO	97	DEUS EX MACHINA
23	CLARKS	48	VON DUTCH	73	GOLA	98	SWEET PANTS
24	LAURA JO	49	UNIQLO	74	SMR 23	99	GRACE & MILA
25	COS	50	MANGO MAN	75	VERO MODA	100	HARRINGTON

Top 100 Most-Searched Brands

on the PagesMode Platform - **2024**

Insight

The year 2024 was marked by the strong dominance of “utility” and “premium streetwear” segments.

Birkenstock’s top ranking confirms the lasting appeal of ergonomic comfort, while the presence of Carhartt (#3) and K-Way (#4) highlights the growing importance of functionality in consumer choices. Also worth noting is the rise of niche brands, which are securing a lasting position in the digital visibility landscape.

#	BRAND	#	BRAND	#	BRAND	#	BRAND
1.	BIRKENSTOCK	26	POLO RALPH LAUREN	51	VANS	76	GRACE & MILA
2.	CABAIA	27	TBS	52	STONE ISLAND	77	GOLDEN GOOSE DELUXE BRAND
3.	AUTRY	28	JACK & JONES	53	COLUMBIA	78	CATERPILLAR
4.	SKECHERS	29	RAINS	54	JOTT	79	MOLLY BRACKEN
5.	CARHARTT	30	VEJA	55	PARAJUMPERS	80	ARTE ANTWERP
6	CROCS	31	NEW BALANCE	56	SUPERDRY	81	BOSS
7	DR MARTENS	32	ONLY	57	LACOSTE	82	HELLO HOSSY
8	STRADIVARIUS	33	SCHOLL	58	PALLADIUM	83	DESIGUAL
9	BARBOUR	34	MEPHISTO	59	UNDER ARMOUR	84	SUBDUED
10	K-WAY	35	SEBAGO	60	ORAIJE	85	SMR 23
11	GERTRUDE	36	DICKIES	61	HELLY HANSEN	86	BUFFALO
12	GEOX	37	MEDUSE	62	HOFF	87	PUMA
13	SWEET PANTS	38	SALOMON	63	MAISON HOTEL	88	GANT
14	RIEKER	39	CP COMPANY	64	ADIDAS	89	UNIQLO
15	AMI	40	EASTPAK	65	LIU.JO	90	LA PETITE ETOILE
16	PIKOLINOS	41	HAVAIANAS	66	FLOTTE	91	PULL & BEAR
17	TIMBERLAND	42	LES TROPEZIENNES PAR M.BELARBI	67	VERO MODA	92	NO NAME
18	TAMARIS	43	VON DUTCH	68	LEVI'S	93	SCHOTT
19	UGG	44	TOMMY HILFIGER	69	KICKERS	94	ASICS
20	CLARKS	45	THE NORTH FACE	70	SAINT JAMES	95	REQINS
21	VANESSA WU	46	CONVERSE	71	STUSSY	96	NEW ERA
22	FREEMAN T-PORTER	47	SEZANE	72	ARMOR LUX	97	GOLA
23	HEY DUDE	48	SALSA JEANS	73	HELVETICA	98	MEYER
24	NIKE	49	BENSON & CHERRY	74	COMME DES LOUPS	99	PARABOOT
25	PATAGONIA	50	ZARA	75	STEVE MADDEN	100	ARA

Top 100 Most-Searched Brands

on the PagesMode Platform - **2025**

Insight

In 2025, the top of the ranking stabilized, with the Birkenstock–Cabaia duo maintaining its lead. The analysis also highlights the rise of Autry (#3), reflecting the strong comeback of the “retro tennis” aesthetic in the sneaker segment.

One key market insight is Cabaia’s exceptional resilience. The brand retained its second-place position for the second consecutive year, demonstrating a particularly effective strategy in both customer loyalty and brand visibility.

#	BRAND	#	BRAND	#	BRAND	#	BRAND
1.	BARBOUR	26	ORAJE	51	A L'AISE BREIZH	76	ARMOR LUX
2.	CABAIA	27	RAINS	52	MAISON HOTEL	77	TOMMY HILFIGER
3.	SKECHERS	28	TBS	53	DICKIES	78	AIGLE
4.	AUTRY	29	ONLY	54	HEY DUDE	79	LA PETITE ETOILE
5.	A.POIL CASHMERE	30	A-DAM	55	VANESSA WU	80	SAINT JAMES
6	A.P.C.	31	CONVERSE	56	BENSON & CHERRY	81	STEVE MADDEN
7	BIRKENSTOCK	32	PIKOLINOS	57	MOLLY BRACKEN	82	MEDUSE
8	CARHARTT	33	UGG	58	MEYER	83	KUJTEN
9	DR MARTENS	34	JOTT	59	EASTPAK	84	LACOSTE
10	CROCS	35	DESIGUAL	60	CP COMPANY	85	CECIL
11	GEOX	36	SALOMON	61	PALLADIUM	86	HOFF
12	1083	37	NIKE	62	SCHOLL	87	HAVAIANAS
13	RIEKER	38	SALSA JEANS	63	NO NAME	88	IMPERIAL
14	K-WAY	39	SEBAGO	64	JACK & JONES	89	ARA
15	CLARKS	40	VEJA	65	CAVAL	90	REQINS
16	A PUNTO B	41	SWEET PANTS	66	A KIND OF GUISE	91	CATERPILLAR
17	STRADIVARIUS	42	ABOUT COMPANIONS	67	PARAJUMPERS	92	ZARA
18	TIMBERLAND	43	POLO RALPH LAUREN	68	THE NORTH FACE	93	CAMPER
19	TAMARIS	44	PATAGONIA	69	A BIENTOT... MERCI	94	WRANGLER
20	NEW BALANCE	45	SUPERDRY	70	AMI	95	GOLA
21	MEPHISTO	46	COLUMBIA	71	KICKERS	96	DOCKERS
22	GERTRUDE	47	FLOTTE	72	GANT	97	GABOR
23	ABRO	48	VERO MODA	73	FLUCHOS	98	HELLY HANSEN
24	VANS	49	ADIDAS	74	VILA	99	BUFFALO
25	FREEMAN T-PORTER	50	LIU.JO	75	PARABOOT	100	VON DUTCH

Top 100 Most-Searched Brands

on the PagesMode Platform - 2026

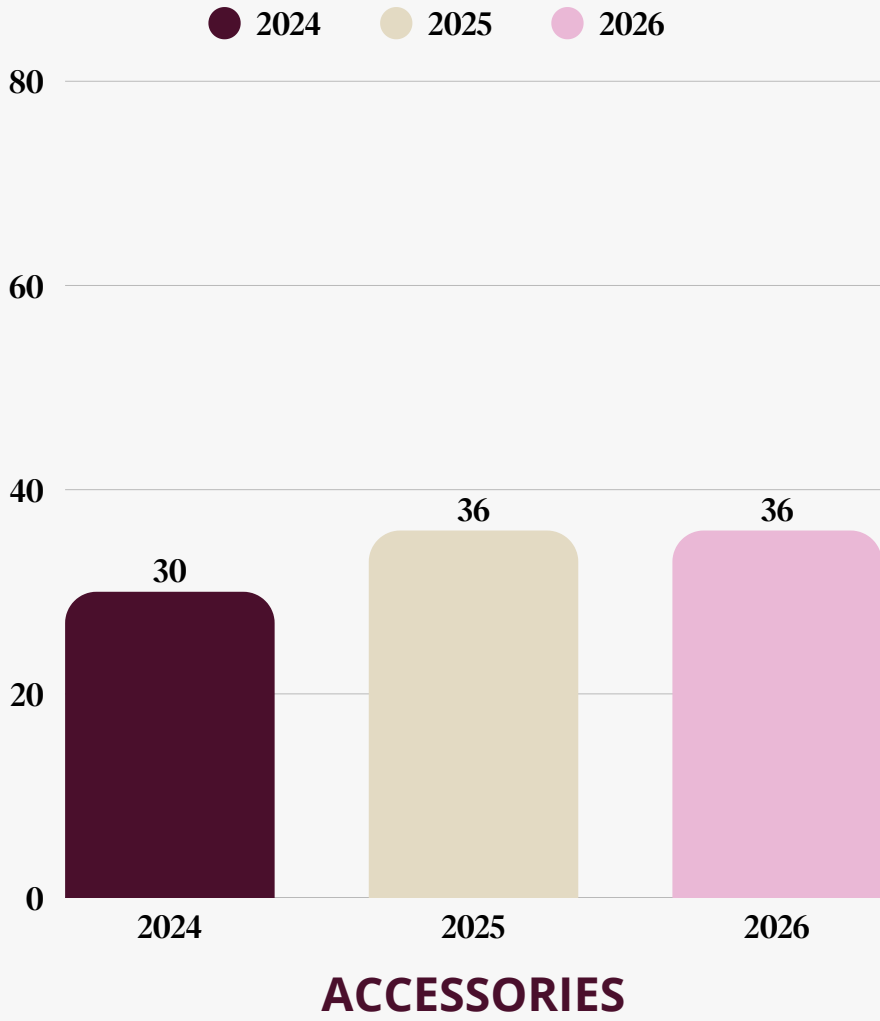
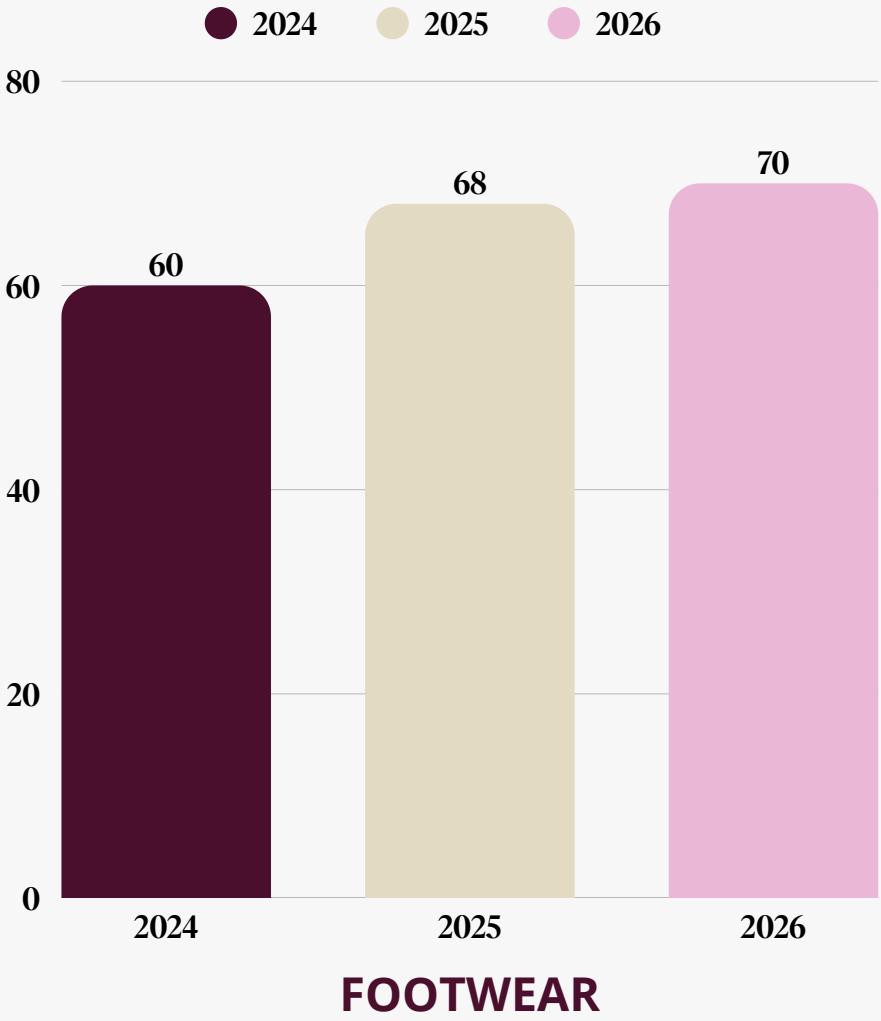
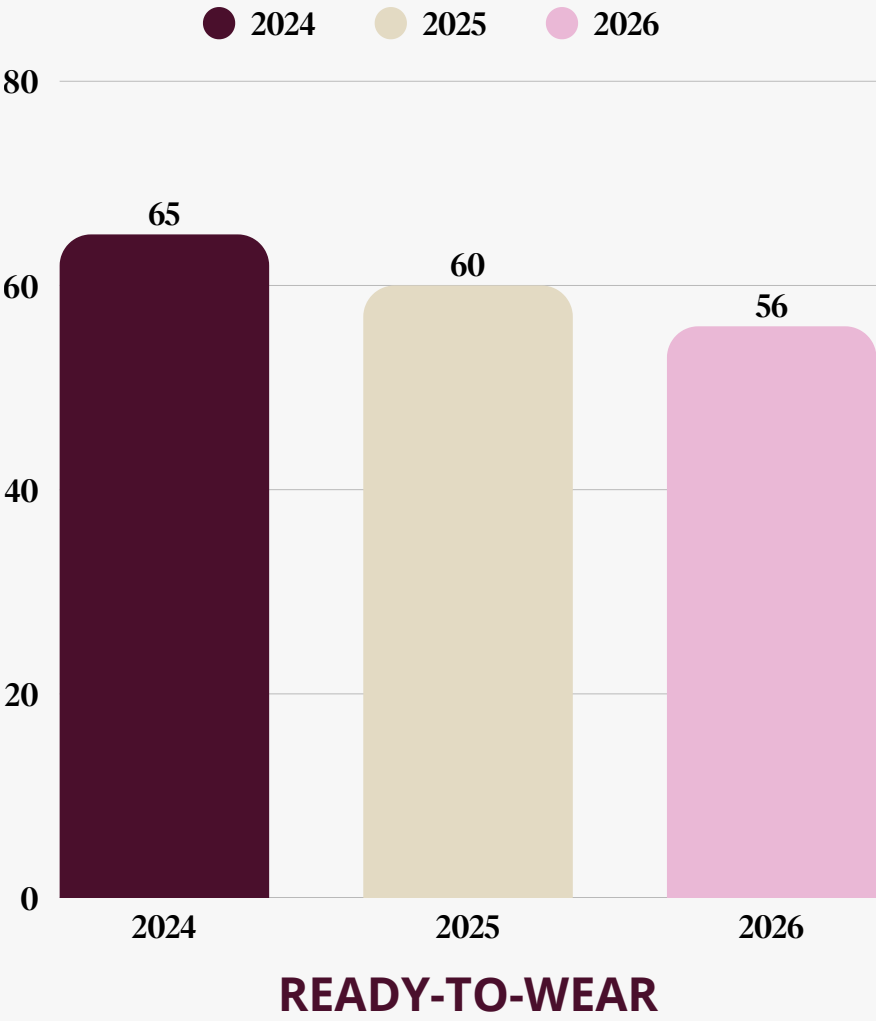
Insight

The 2026 ranking marks a major shift, with Barbour taking the top spot and dethroning the usual leaders. The year also reveals a more fragmented audience, with growing visibility for highly targeted niche brands such as A.Poil Cashmere, A Punto B, and A-dam. This trend points to increasingly sophisticated user searches.

Cabaia’s performance is also worth noting: the brand held onto its #2 position for the third consecutive year, making it the only brand to maintain such consistent podium-level visibility over the full three-year period. Finally, the sharp rise of 1083 (#12) highlights the vitality of the “Made in France” segment.

Footwear Takes the Lead

Breakdown of the top 100 by product type



Note: A brand may be counted across two product categories.

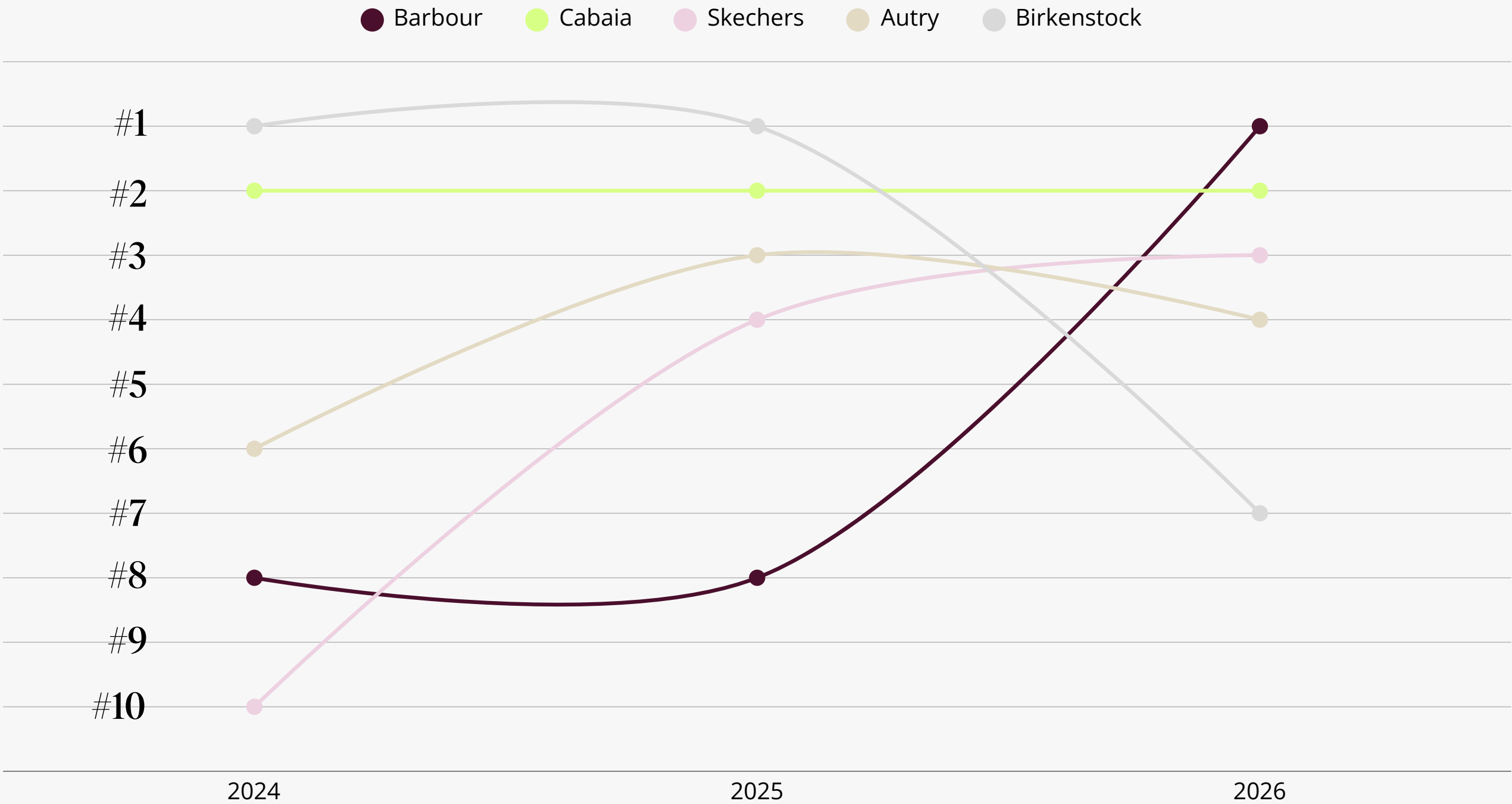
In the first half of 2026, 70 footwear brands made it into the Top 100.

Leader Trajectories

How the top 5 evolved over three years

Insight:

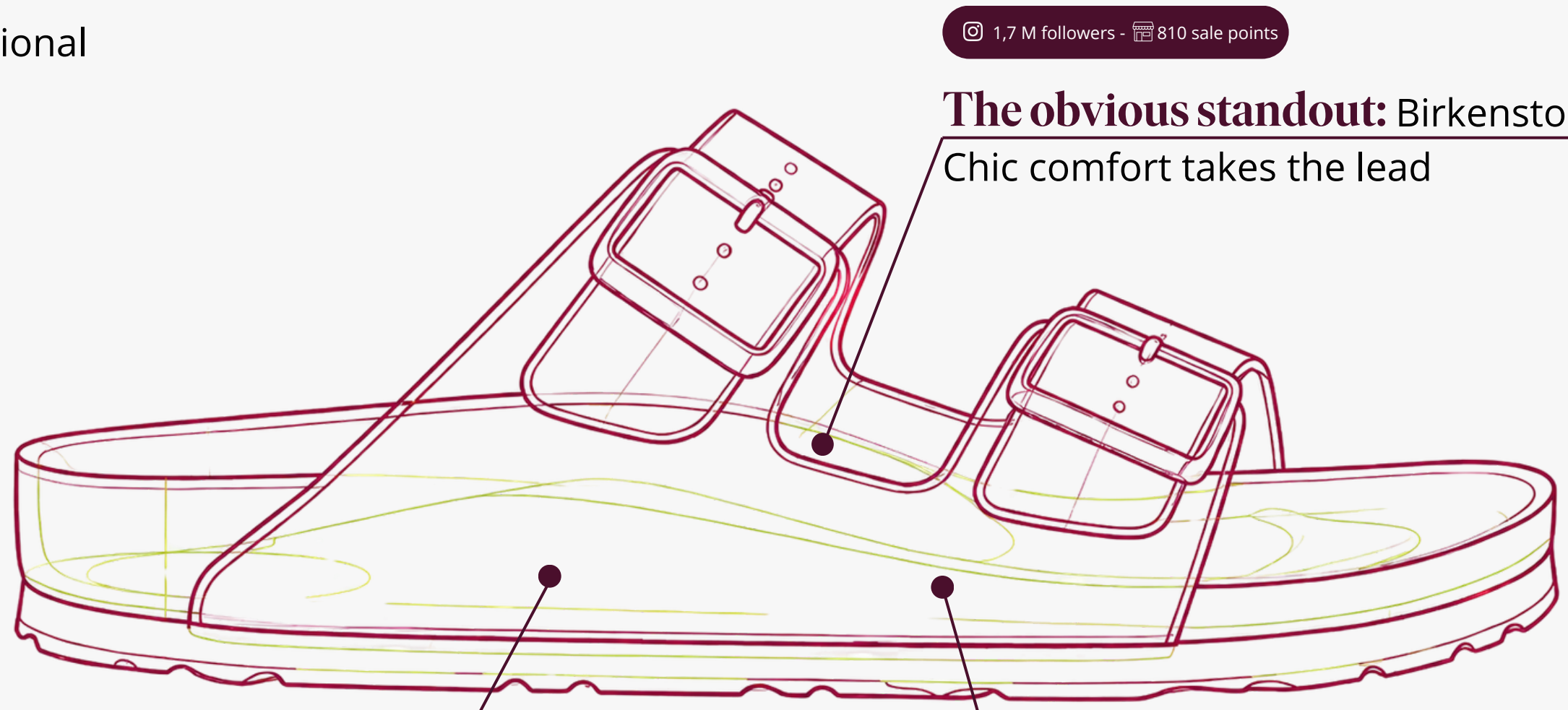
Barbour: #8 to #1
Skechers: #10 to #3
Autry: #6 to #4 in 2025, drops one spot in 2026
Birkenstock: #1 to #7
Cabaia has remained stable for the past 3 years



The Key Driver

Comfort is no longer optional

25%
of all searches



1,7 M followers - 810 sale points

The obvious standout: Birkenstock – 177,188 searches.
Chic comfort takes the lead

2,7 M followers - 623 sale points

The irreverent pick: Crocs – 88,907 searches.
Iconic, unapologetic comfort.

1,6 M followers - 1368 sale points

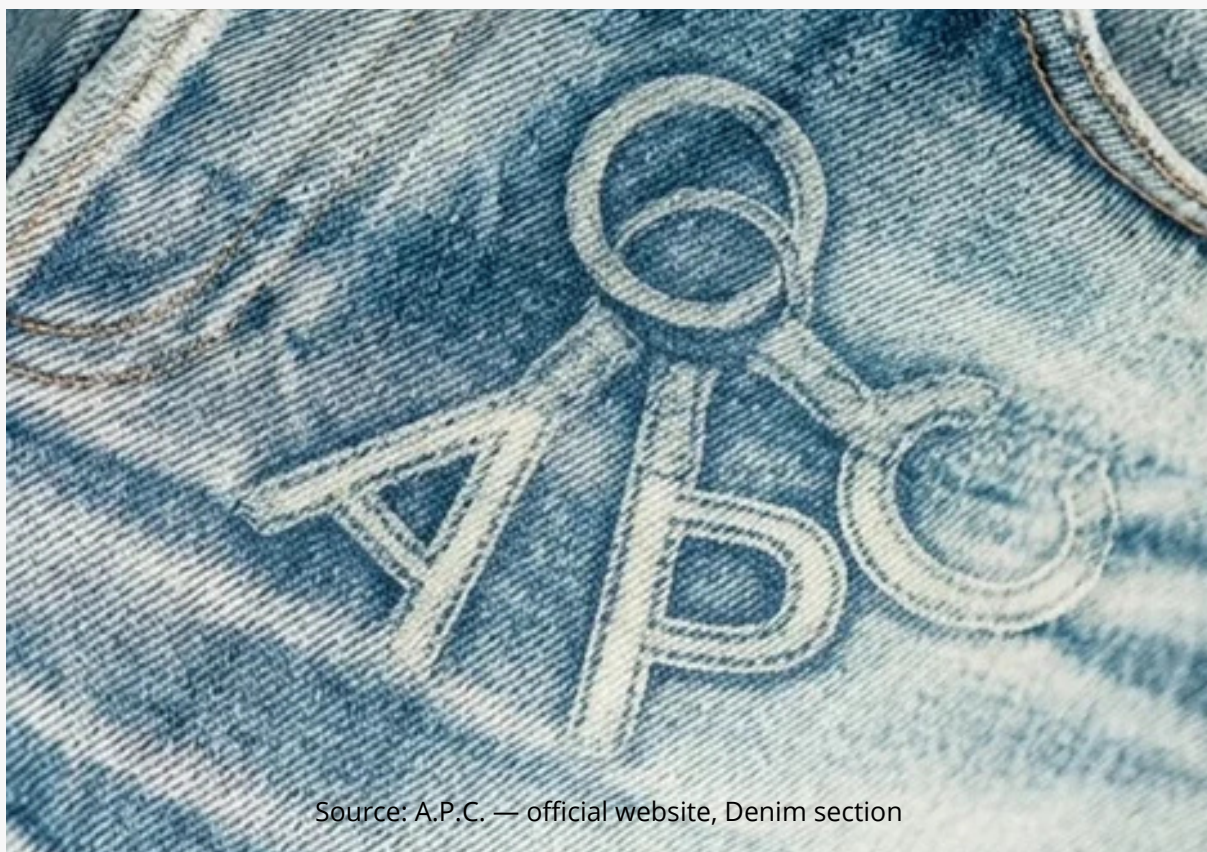
The technical choice: Skechers – 100,991 searches.
Everyday reliability

COMFORT HAS BECOME A CORE CONSUMER DEMAND IN FASHION

Cumulative data from 2024 to 2026



Source: A-Poil Cashmere, official website — home page



Source: A.P.C. — official website, Denim section

Notable new entries in the 2026 Top 100

In 2026, two brands made a standout debut, entering the Top 10 directly despite being absent from the previous rankings in 2024 and 2025.

A·P O I L
CASHMERE

17,3 k followers - 72 sale points

#5

A.Poil Cashmere's direct entry into the Top 10 highlights the strength of niche brands focused on a single product category.

Its hero product: high-quality cashmere, presented through a modern, streamlined, and more accessible brand image than traditional luxury houses. Its optimized presence on PagesMode strengthens the brand's visibility on Google and AI platforms.

A.P.C.

1,5 M followers - 81 sale points

#6

For A.P.C., the story is slightly different. Founded by Jean Touitou in 1987, the brand has long cultivated a form of intentional discretion. Its direct entry into the Top 10 in 2026 reflects a broader market shift.

The key to its breakthrough: after years dominated by fast fashion and highly visible streetwear, consumers are increasingly drawn to timeless, well-cut, no-frills clothing. A.P.C. perfectly embodies this chic urban uniform, helping propel the brand to the top of this year's desirability rankings.

The anatomy of a success story

The return of the right product

In 2024, Barbour ranked 8th. Two years later, the brand leads the market.

- 61,499 searches over five months
- 1.1M Instagram followers
- 384 points of sale in France

The key driver? A long-lasting ready-to-wear positioning. Barbour taps into consumers' growing need for durability in contrast to the short-lived nature of trends. The brand did not need to reinvent itself; it simply waited for the times to align with its historic values.

Insight

140,413 searches during the period, with 61,499 already in 2026



Source : Barbour, Pinterest officiel — The Original & Authentic Tartans, collection SS26

2nd place in the ranking

Cabaia, still untouchable

Cabaia has held its Top 3 position for three consecutive years.

86,691 views in 2025. Nearly half a million Instagram followers.

- A highly targeted accessories range, practical design, and a strong community built around powerful storytelling.
- The brand challenges the traditional codes of leather goods.
- Through its interchangeable system and signature MOLLE pouches, Cabaia has turned an everyday accessory into a playful, customizable object.
- A close customer relationship: The brand speaks directly to its audience, involves customers in future design choices, and uses a humorous, offbeat tone that makes the company feel more human and approachable.

MOLLE system

The brand is reinventing leather goods through a system of interchangeable accessories that is both practical and playful.



Smart practicality

Well-designed formats, accessible pockets, and finishes built for everyday life.

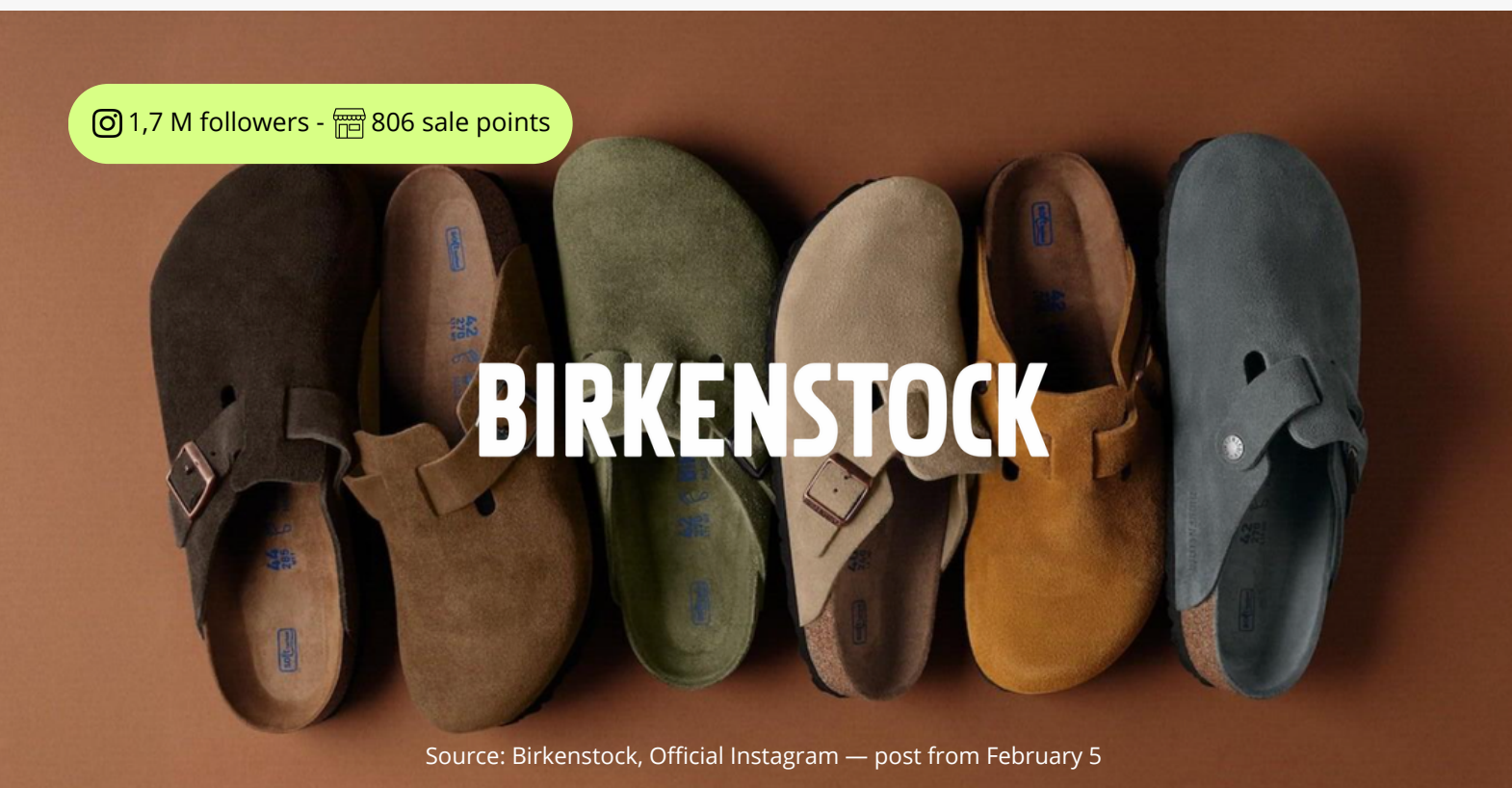
Birkenstock & Autry

The volatility of hype

After surging to the top in 2025 with 109,165 views, (more than double its 2024) figure, Birkenstock has seen a slowdown so far in 2026, falling to 7th place.

Autry followed a similar trajectory, more than doubling its views between 2024 and 2025 before slowing down in 2026. The brand still remains in the Top 5.

This illustrates the speed of today's trend cycles and the extent to which visibility can depend on influencer-driven momentum.



Outdoor & Workwear at the top

The Gorpcore aesthetic

Technical performance has become a lifestyle. Functionality is now a key driver of desirability.

- Carhartt remains in the Top 10, ranking 8th in 2026, fueled by urban consumers' growing appetite for workwear-inspired silhouettes.
- Timberland, Salomon, and The North Face are also capturing a highly engaged audience, ranking 18th, 36th, and 68th, respectively.

Insight

Salomon is a clear case study in how a trail running shoe, particularly the XT-6 line, became the ultimate fashion accessory, from the runway to the street. Its Quicklace fast-lacing system and technical membranes are appreciated as much for their comfort as for their futuristic design.



1,7M followers - 269 sale points



1,5M followers - 693 sale points

The French Touch

French excellence between heritage and modernity



They account for nearly a quarter of all Top 100 entries.

Why such a strong performance?

- Strong storytelling: craftsmanship, quality, durability.
- A search for meaning: transparency, short supply chains, responsibility.
- A clearly premium aesthetic.
- A positive image among Gen Z and Millennials.

Note: Top 100 ranking – 2026

#5	A .POIL CASHMERE	#22	GERTRUDE
#6	A.P.C.	#41	SWEET PANTS
#12	1083	#47	FLOTTE
#14	K-WAY	#75	PARABOOT

The two sides of the French Touch

From premium positioning to lifestyle appeal

The Premium Ecosystem

A.P.C (#6) ●
A.POIL CASHMERE (#5) ●
PARABOOT (#75) ●

The Lifestyle Ecosystem

● GERTRUDE (#22)
● SWEET PANTS (#41)
● FLOTTE (#47)

Insight

Major French brands are structured around two key segments: mainstream lifestyle and timeless premium positioning. While they operate at very different price points, they share one core foundation of trust: authenticity.

Note: 2026 Top 100 ranking



Source: Flotte, official website — printed Amelot product sheet

Top 100 exits

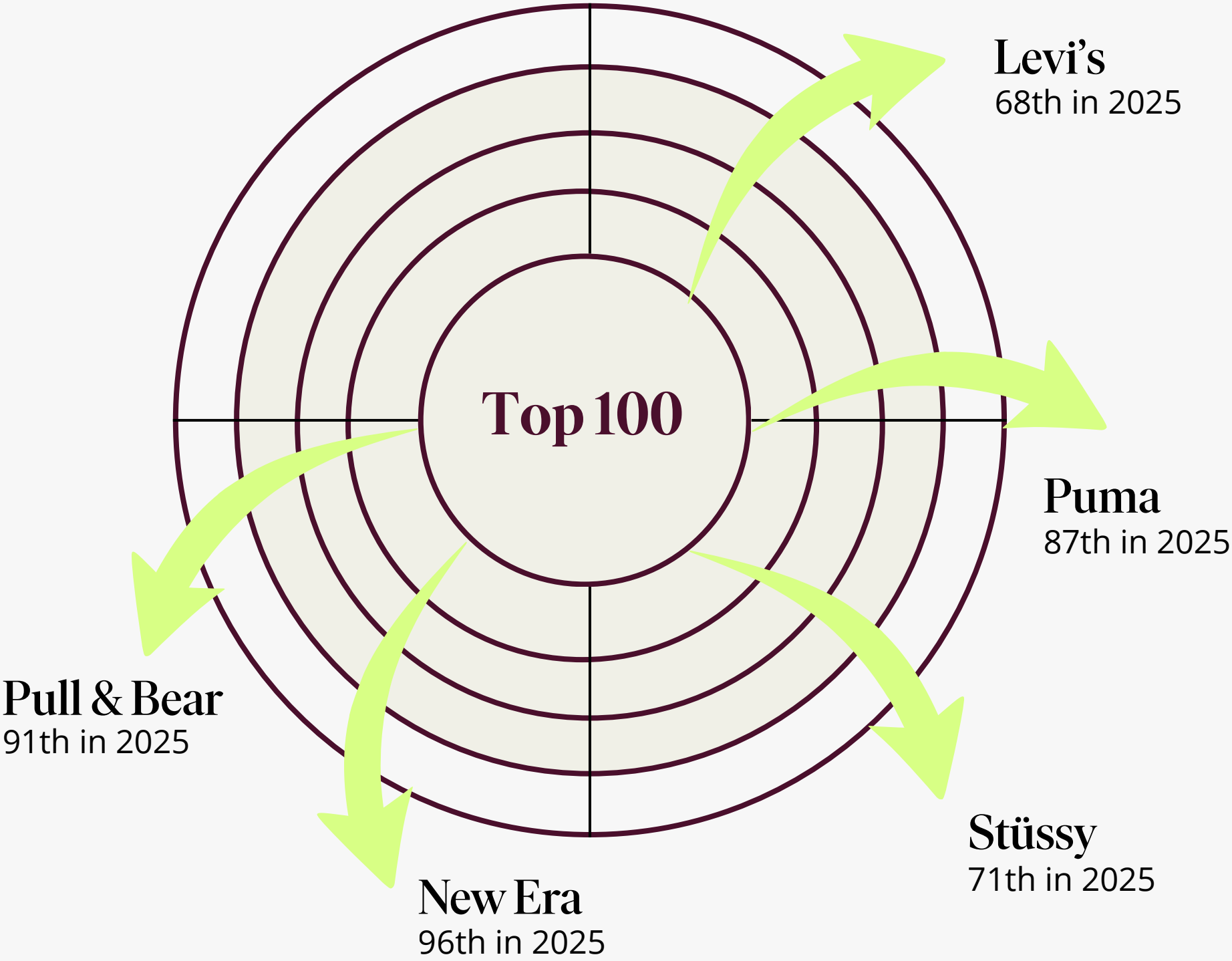
Ranking trajectory of brands that dropped out (2025–2026)

The observation

Interest in mainstream streetwear and traditional fast fashion is declining sharply.

The reason

Market saturation, declining cultural relevance amid growing demand for long-lasting products, and a shift among younger consumers toward accessible premium brands.



Key Takeaways

The 4 rules shaping the new market

THE SPEED FACTOR

Consumers now favor authentic stories over sheer volume. Fast fashion is losing its power to influence.

THE PRODUCT-FIRST SHIFT

The “right product” wins. Customers would rather invest in a long-lasting, status-driven piece than keep accumulating items.

TECHNICAL COMFORT

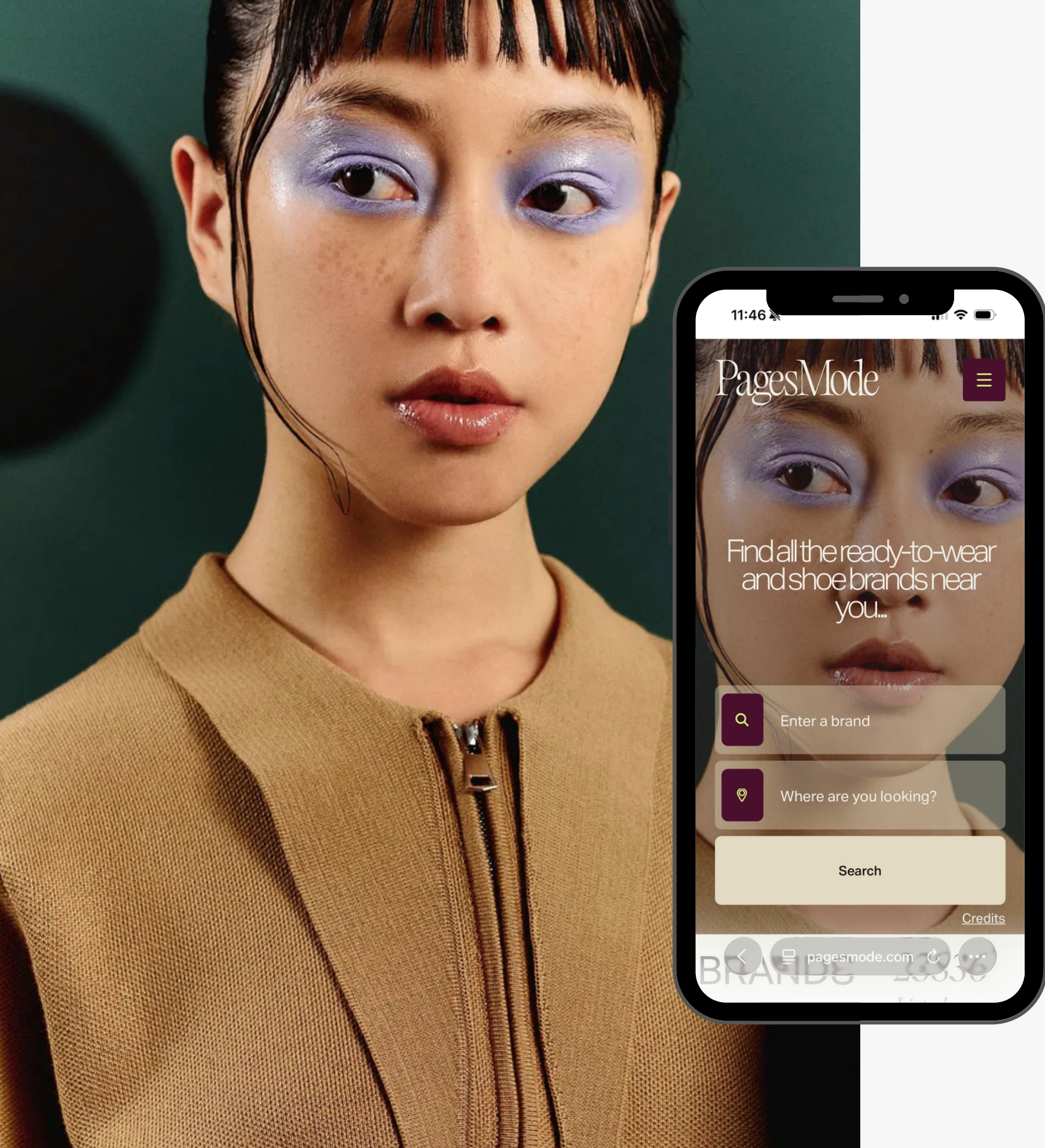
Now non-negotiable. The overwhelming success of comfort-driven and technical brands is blurring the lines between workwear, outdoor gear, and urban fashion.

THE RISE OF FOOTWEAR

Footwear has become fashion’s new center of gravity. The category is booming, rising from 60 to 70 brands in the Top 100, a 16.6% increase in share.



Source: Sweet Pants, official website — Patchwork Cap Night product page



About us

The leading fashion platform

PagesMode is a digital fashion platform connecting consumers, brands, and independent multi-brand boutiques.

When a user searches for a brand in a specific city, PagesMode helps them instantly find nearby stores that carry it. We bring together the key information about your boutique, from brand selection and location to store universe, social media channels, and e-shop, making your retail location easier to discover online for consumers actively looking for where to shop.

At the crossroads of local SEO, omnichannel visibility, and media activation, PagesMode positions your boutique as a true fashion destination. We don't replace your existing channels, we connect them and amplify their impact.



Source: WSN Développement / Florie Berger

Are you a brand?

Showcase your collection on PagesMode.

Are you a store?

Your store, right where consumers are looking for it.



PagesMode is a member of the WSN Group

About the WSN Group wsn-events.com

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

We are passionate.

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

We support brands, distributors, emerging talents 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 have successfully launched new formats: Matter & Shape, DRP...

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

The plurality of our entities is therefore a unique strength.

In Paris and internationally, throughout the year, each meeting, big and small, provides answers to the diverse problems of our clients and the market.

The evolution of the WSN group:

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

Visitor Services: info@wsn.community

Exhibitor Services: exhibit@wsn.community