

How does Salomon digitalise its creative process with its Design & Product teams to innovate faster?



Salomon is a sportswear and equipment manufacturer based in France. The Salomon brand finds its inspiration in the French Alps and has a passion for all outdoor sports.



200
topics
explored



50
ideas
under study



25
projects
launched



Stakes

- Collect **inspirations, collection plans, summaries and stories** to keep **consistency** across all products in all markets.
- Create **fairer products** internally and with strategic suppliers.



Solutions

- Enhance the **Design & Product teams'** inspiration and creativity in a **trends lab**.
- Breaking down silos and **federating teams** around a **clear, readable and accessible** brand platform.



Results

« Thanks to Mushin, we have adopted a **more fluid and collaborative creative process**: all design elements contributing to **brand identification** and consistency are created and shared **in real time**. »

David Farcot, Head of Design, Salomon