



## WGSN appoints Laretta Roberts as Digital Development Director

**London, 13 July 2009:** WGSN ([www.wgsn.com](http://www.wgsn.com)), the world's leading fashion and style forecaster, is delighted to announce the appointment of Laretta Roberts, former Editor of Drapers, to the post of Digital Development Director.

In her new role, Laretta will be responsible for bringing together the needs and expertise of multiple teams to create a new world-leading platform for WGSN. Working with the content, marketing, commercial and technical teams together with the Managing Directors, Laretta will ensure that WGSN is successful in developing a platform that continues to deliver the company's vision and surpasses customers' expectations. Laretta brings extensive digital experience to WGSN having successfully relaunched Drapers Online in 2007 and built an audience of more than 120,000 users from scratch. Prior to joining Drapers, Laretta spent ten years at Haymarket where she was Editor in Chief of the publisher's print group.

With the creation of this role and the appointment of Laretta, WGSN extends its reputation for attracting the best talent in the industry and its commitment to making the investments needed to further its lead as the definitive voice in fashion. Laretta brings knowledge of creating and honing a real sense of community and brand identity for Drapers and will use this experience to provide WGSN's customers with a superb digital experience of the brand. Her unrivalled skills in both fashion and digital will be pivotal to WGSN's ongoing strategy as the company seeks to cement its reputation and maintain its lead as the world's undisputed fashion and style forecaster.

Laretta says, "Drapers was a perfect training ground for this exciting new role at WGSN. The company has been a true Internet pioneer from the days of its

foundation through to the present where it leads the way in digital by combining first class content with substantial investments in technology. The result is a service that is genuinely world leading. I am relishing the opportunity to work with such a fantastic, experienced and globally renowned team to give our clients even more tools to enable them to do their jobs more efficiently.”

Ends

**For further information please contact:**

Greenfields Communications

Nina May, PR-Consultant (English, Deutsch)

Tel: +44 (0)7971 430242 [nmay@greenfieldscommunications.com](mailto:nmay@greenfieldscommunications.com)

Lucy Green, PR Consultant (English)

Tel: +44 (0)7817 698366 [lgreen@greenfieldscommunications.com](mailto:lgreen@greenfieldscommunications.com)

**WGSN defines and shapes winning style and design**

With proven global authority, WGSN identifies and analyses current and future trends, creating online tools that can be put into action to power their customers' commercial success. WGSN enables those who need to see, think, and act on consumers' evolving wants, needs and behaviours to create brilliant products and services.

Our vision is to be the indispensable and inspiring resource for every organisation large and small at the intersection of fashion, style and commerce, loved and advocated by our users. For more information visit [www.wgsn.com](http://www.wgsn.com)