



## WGSN empowers designers with virtual studio

**London, 29th July 2009** WGSN ([www.wgsn.com](http://www.wgsn.com)), the world's leading fashion and style forecaster today launches Ideas Studio, a new interactive work space that empowers WGSN users to create their own virtual design studio to share inspiration and ideas with colleagues and contacts. The launch of Ideas Studio further unifies WGSN's analysis and inspiration with the designers' daily workflow. It is the second in a series of product enhancements that will be released throughout the year designed to deliver relevant, thought-provoking content to power customers' commercial success.

Finding inspiration is simplified. Designers, marketers and product development teams can now easily drag, drop and save the inspirational content they receive in the form of hundreds of retail, catwalk, street images and research and reference published daily on WGSN's industry leading tool.

Creative departments can now say goodbye to the hours spent searching endlessly for the perfect trim, pattern or detail, or the catwalk picture they saw from last season that etched their creative direction. At the click of a mouse, WGSN's Ideas Studio enables designers to bring rich content together in one easy to use space. A folder system provides dynamic navigation for storing and organising images and reports enabling them to work across any project or season with ease.

The virtual studio also reduces the amount of time spent collating images from a variety of sources and sending them on to production contacts and suppliers. This tool is essential when a colour or pattern references are shared and need to be correct down to the very detail.

"WGSN's product enhancements are collaborative - we work with our clients to ensure that we are continually meeting their needs and offering a world class

service.” Juliet Warkentin, WGSN’s Content Director explains. “Ideas Studio is a customer oriented productivity tool that will assist designers at every stage of their work – from gathering inspiration to putting their ideas into production.”

The Ideas Studio launch follows WGSN’s Zoom development released to customer acclaim. Clients are delighted with the ability to zoom in on the finest details such as lace, surface and pattern on its What’s In Store images. The What’s In Store directory is a complete survey of the latest trends in global retail captured by WGSN’s reporters who shoot over 8,000 retail images per month. The enhancement brings the very latest visual merchandising, apparel, merchandising and display trends at shop floor level to designers’ desktops.

Ends

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

WGSN (Worth Global Style Network) delivers insight, analysis and inspiration to the apparel, style, design, technology and retail industries. WGSN’s forward-looking trend analysis, real-time intelligence updated every hour and 10 year archive of reports combined with 4.8 million images provide unrivalled style forecasting and analysis which is why we can count all 500 of the Fortune 500 top apparel brands as customers as well as 18 of Business Week’s 25 most valuable brands. Our unrivalled content is created by our global team of 200 experts who have more than 2000 years combined experience. Organisations that our team of experts have worked with include Escada, Julien Macdonald, Microsoft, Motorola, Nike, Nokia, Paul Smith, Topshop and Zara. For more information, please see [www.wgsn.com](http://www.wgsn.com) . WGSN is part of EMAP limited’s Insight and Data division: [www.emap.com/insight](http://www.emap.com/insight)