



Preparing for the next stage: Sally O'Rourke joins WGSN as Managing Director for Europe

WGSN, the leading trend analysis service, is delighted to announce the appointment of Sally O'Rourke as its new Managing Director for Europe. Sally reports to Chief Executive Neil Bradford, who joined the company in May.

Sally has extensive experience in sales, strategy and post-M&A transformation, having built an impressive track record of achievements for companies including Hewlett-Packard, Acision/LogicaCMG and most recently John Brown Media, where she was Managing Director of the digital division. Of her appointment Sally says "I am excited to join WGSN because of the impact our service delivers to our clients. Already over 1,000 companies across Europe alone rely on our trend analysis and real-time information to guide their creative thinking. As the economy gets tougher making design mistakes will be ever more costly and so WGSN's service acts to limit risk in such uncertain times."

Neil Bradford adds "Sally has mastered many of the skills that WGSN will need on the next stage of its journey, including managing and delivering a £100m budget. Sally's appointment builds on our strength in Europe where we have enjoyed our highest growth anywhere in the world."

WGSN, part of Guardian Media Group-owned Emap, has just celebrated its 10th anniversary. As the world's leading provider of creative intelligence WGSN's 250 analysts worldwide provide in-depth information, analysis and forecasting to designers, manufacturers and retailers. Despite the bleak economic climate this year, the London-based company has enjoyed sales growth of 20% in the UK, a testament to the invaluable service WGSN delivers to some of the world's

leading companies including Adidas, Dolce & Gabbana, Galeries Lafayette, Gap, H&M, L'Oreal, Marks & Spencer, Wal Mart and Zara.

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About WGSN – The global leader in style trend analysis

WGSN (Worth Global Style Network) is an online subscription service that delivers information, analysis and inspiration to the apparel, style, design and retail industries. WGSN's forward-looking trend analysis, real-time intelligence updated every hour and 10 year archive of reports and images provide information and inspiration for industries across the world. Our global team of 250 experts design, analyse, photograph and write about style, sourcing, distribution, consumer insight and the business of fashion. www.wgsn.com

Clients include Adidas, BBC, Burberry, Bulgari, Coca Cola, Diesel, Dolce & Gabbana, Galeries Lafayette, Gap, General Motors, Ford, Harrods, H&M, L'Oreal, Leo Burnett, LG Electronics, Marks & Spencer, Puma, Sainsbury's, Samsung, Sony Ericsson, Wal Mart, Zara.