



WGSN confirms its market leading position as defecting clients return

London, 20th July 2009 WGSN (www.wgsn.com), the world's leading fashion and style forecaster, has recently won back a number of defecting clients, confirming its position as the pre-eminent intelligence service for the style and design industry.

Whilst WGSN has an impressive nine in 10 client retention rate, the challenging economic environment has forced some companies to review their budgets. However, clients from Australia to Russia, Brazil to Hong Kong who have tried other services are returning to WGSN, sometimes before their new subscription has expired. In their opinion, no other provider can deliver the depth of information, the quality of the forecasts and the years of experience of the WGSN editorial team.

Companies including Blue Nile Clothing, Bollman Headwear, Brogan Tennyson, Cantão/Redley, Crystal Group, Dereon, M Webster Holdings, Longina Phillips Designs and True Alliance have all returned to WGSN, with one saying "There was a line in front of my door, with all my designers begging to bring back WGSN."

Harvey Nichols Menswear Buying Manager, Richard Johnson, says, "WGSN keeps my office-based team informed whilst the buyers are at the catwalk shows. It is invaluable for keeping my team buoyant and motivated alongside their day-to-day admin. It also makes a big difference when I come back to discuss the buying directions."

WGSN continues to invest in the most experienced and brightest people and the newest technologies to ensure that the service is indispensable. Longina Phillips told us "We have been users of WGSN for around 10 years – except for one when we tried other services – none matched up to WGSN." In challenging economic climates

such as this one, it is even more important for companies to have access to expert commentary, insight and forecasts that will help them survive and thrive.

Ends

Note to editors

WGSN, part of Emap's Insight division, continues to count some of the world's leading companies from different industries predominantly fashion, but also product design, cosmetics, communications, technology and retail among its clients. These include Aldo, Adidas, American Eagle, Arcadia, Barilla, Boots, Calvin Klein Jeans, Disney, Escada, the Federation of Danish Textile and Clothing, Footlocker, Ford, Gap, Harley Davidson, HBO, Hugo Boss, Lane Crawford, L'Oreal, Leo Burnett, Ministry of Sound, Polo Ralph Lauren, Samsonite, Sephora and 19 Entertainment. This diverse client list is testament to the unparalleled width and depth of WGSN's service. 36,000 customers in 70 countries rely on the insight, intelligence and forecasting provided by more than 200 expert trend analysts across the globe.

For further information please contact:

Nina May, PR-Consultant (English, Deutsch)

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

Lucy Green, PR Consultant (English)

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

WGSN defines and shapes winning style and design.

With proven global authority WGSN identifies and analyses current and future trends, creating on-line 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