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WGSN Ups Its Commitment to Mexico

Seminar scheduled for Mexico Fashion Week and Saul Lopez Silva Appointed as Country Manager

WGSN (Worth Global Style Network, www.wgsn.com), the world's leading fashion and style forecaster, announces its participation in International Designers Mexico S/S 2010. WGSN will deliver a trend seminar on Monday, September 21, 2009 at 5pm at the tents. The presentation will include a global trend update for womenswear and menswear with a Spring/Summer 2010 overview and a preview of WGSN's signature macrotrend directions for Fall/Winter 2010/2011.

In addition to the seminar at IDM and its traditional coverage of the shows on www.wgsn.com, WGSN will deliver designer and trend updates instantly via its WGSN Americas blog www.wgsn.com/americas and tweets at www.twitter.com/wgsn.

"WGSN is a global company that provides international trend coverage and is deeply committed to our clients across the Americas. Our presence at IDM signals our ongoing commitment to the Mexican market. There are a lot of exciting things happening in the Mexican fashion and retail industry, and we want to support these sectors with useful information and inspiration," said Michael Gazala, President, WGSN Americas.

Our presence at IDM is complemented by the appointment of Saul Lopez Silva as WGSN's new country manager for Mexico. Lopez, who has significant experience in the apparel and footwear industries, will spearhead WGSN's business development efforts for the region. Prior to his graduate studies in New York, Lopez held consulting and marketing positions at Capa De Ozono, a leading footwear wholesaler and retailer in Mexico, where he planned and executed marketing and public relations strategies for the company. Before joining Capa De Ozono, Lopez also contributed to the sales strategies at Coca Cola in Mexico by developing pricing, sales and market share analyses. Lopez earned his master degree in Global Fashion Management from the Fashion Institute of Technology in New York, where he received a Bank of Mexico scholarship awarded to individuals committed to using their knowledge and expertise to helping the Mexican fashion industry.

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WGSN is the world's leading fashion and style forecaster. Our 36,000 customers across the apparel, style, design and retail industries — from major international brands to individual designers, trust us to provide accurate trend forecasting, insightful trend and market analysis, global fashion expertise, research and strategies on products, brand extensions, market opportunities and branding. Our clients include: Every one of the Fortune 500 apparel brands, 18 of Business Week's 25 most valuable brands worldwide, 88% of the world's Fortune 2000 style & fashion retailers. WGSN is a brand of Emap.

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