



WGSN reveals 2010/11 Trends and Future of Retail to Asia

Hong Kong, 7th December 2009 WGSN (www.wgsn.com), the world's leading trend forecaster completed its bi-annual Asia Pacific trend seminar tour at which they revealed the key fashion and retail trends for 2010 and 2011.

A series of seminars, led by one of WGSN's most experienced speakers Sue Evans, Senior Editor of Catwalks, took place in Singapore, Thailand, Melbourne, Sydney and Auckland.

Hundreds of fashion designers, creative directors, buyers, retailers and chief executives from the region's leading fashion labels and manufacturers attended the seminars and were inspired by Sue's expert trend analysis.

Sue's presentation kicked off with an insightful overview of the directions for close-to-season Spring/Summer 2010, which will consist of the following colour directions: white out, cosmetique, vapour greys, chalk pales, spearmint, sky to cornflower, ink blues, aquatic blues, pimento red, carnation pink, mellow yellows, summer purples, buttermilk neutrals and khaki.

Sue Evans also covered fabric directions, highlighting that weightless transparencies, mesh, perforated, crochet, crinkled, plisse and pleated, super-fine leathers, madras checks, new jersey, marled jersey, denim, chambray and rough-luxe will all be commercially strong. When it comes to print and pattern directions, florals, mixed prints, the tourist trap, escapism, artworks, spotted, new stripings, and cutesy kitsch will all be strong elements for the season.



The seminar concluded with the latest retail trends, focusing on five key ideas:

- a) Your consumer is smarter than you
- b) Meaning not money
- c) Relevant destinations
- d) Don't waste a good recession
- e) Refresh, Renew, Recycle

“It is always a pleasure to meet our clients and key industry players in Asia where WGSN has built a strong and vibrant business. We like to continuously confirm our forecasts with customers to show how our macro trends track from conceptual stage all the way through to product in store, marketing and VM.” Evans said.

Ends

For further information please contact:

Louisa Valvano, Global Marketing Director
Tel: +44 (0)207 728 5731 louisa.valvano@wgsn.com

Janis Tse, Marketing Manager, Asia Pacific
Tel: +852 2996 3122 janis.tse@wgsn.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.

www.wgsn.com