

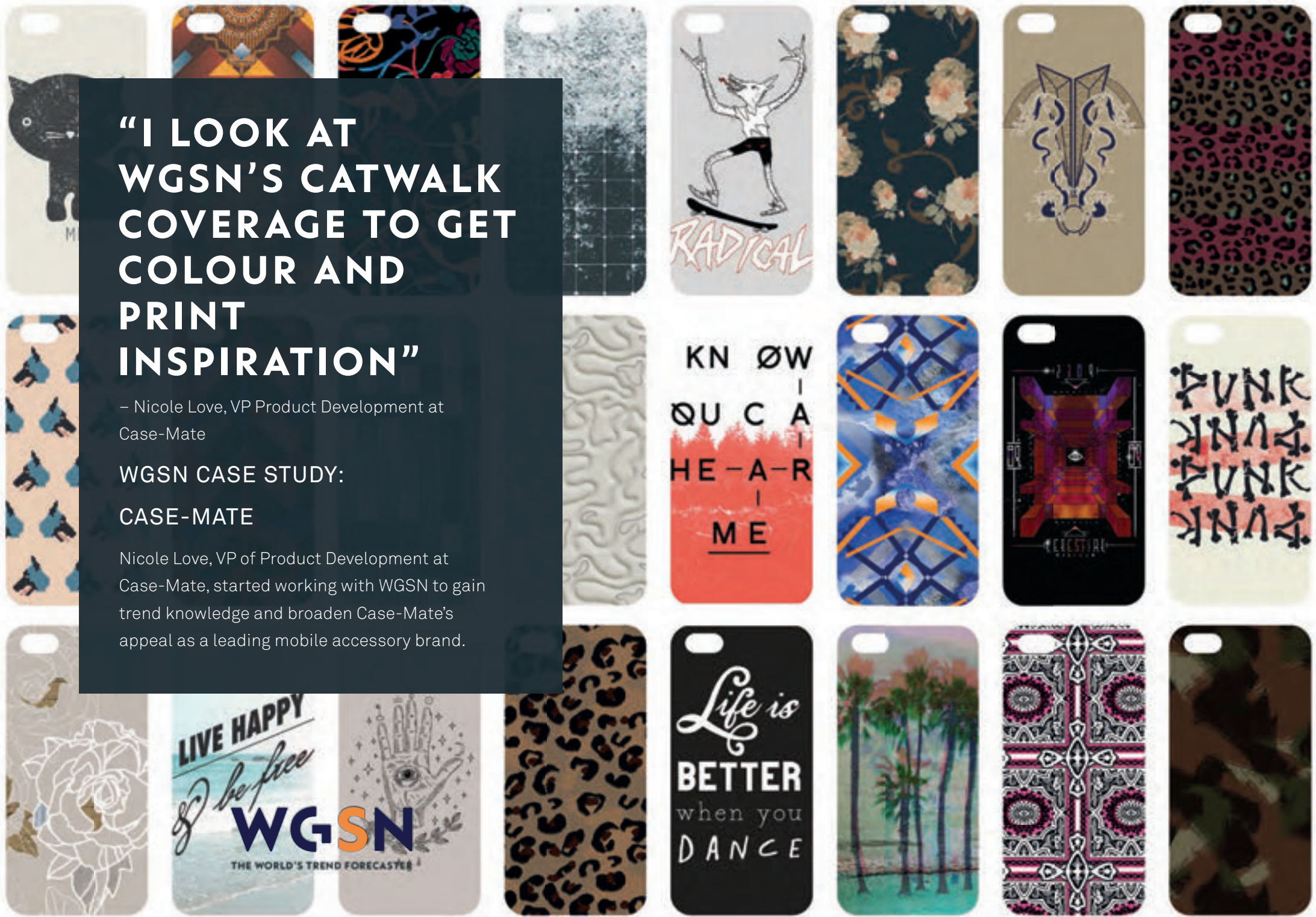
"I LOOK AT WGSN'S CATWALK COVERAGE TO GET COLOUR AND PRINT INSPIRATION"

– Nicole Love, VP Product Development at Case-Mate

WGSN CASE STUDY:

CASE-MATE

Nicole Love, VP of Product Development at Case-Mate, started working with WGSN to gain trend knowledge and broaden Case-Mate's appeal as a leading mobile accessory brand.



OPENING UP THE BRAND'S POTENTIAL

When Nicole first joined Case-Mate, it was a strong, utilitarian brand that produced great cases for the mobile market, generally in black. She saw an opportunity to start treating cases as accessories rather than just protection for phones and tablets. Using WGSN for trend direction, they'd be able to turn Case-Mate into a fashion-forward brand.

LOOKING TO THE CATWALK FOR DIRECTION

"Everyone has a case. We can differentiate with prints, patterns and materials," Nicole says. To keep the brand on-trend she relies on WGSN's colour catwalk reports for direction. She says, "We work close-to-market, so I look at the catwalk to get colour and print inspiration".

VALIDATING CHOICES AND REDUCING RISK

"We compare what's in-store to the catwalk to see what's actually going to market," Nicole says. Using information from WGSN, Case-Mate is able to validate its creative direction to its distributors and customers who may not be up to speed on the latest trends.

Case-Mate also relies on WGSN for its marketing campaign inspiration and information on global markets. "Reports about Russia, China, Brazil and other markets help us gather intelligence in order to expand our business globally," says Nicole.

GIVING THE BRAND A PERSONALITY

Case-Mate recently launched the Right Case, Right Occasion advertising campaign, featuring Selena Gomez, Fergie and Common. "Being up on trends gives the brand credibility and lets celebrity partners know that we're 'in the know,'" says Nicole. "Using WGSN's expert knowledge, we can speak with confidence about different designers and inspirations we are using," she adds.

HOW CASE-MATE BENEFITS FROM USING WGSN:

- Increased productivity – WGSN is a one-stop shop
- Creative inspiration and interpretation – providing Case-Mate the means to articulate its creative ideas
- Brand visibility and credibility – Case-Mate has received amazing editorial coverage, from tech and fashion bloggers to vogue.com

TO FIND OUT MORE...

Discover how WGSN can help your business. Contact us now on:

T: +44 (0)20 715 6111

E: sales@wsgnsgroup.com

W: www.wgsn.com

