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– Colum Evans, Childrenswear Design
Manager at Marks & Spencer

WGSN CASE STUDY:

MARKS & SPENCER PLC

Marks & Spencer is an iconic brand, woven into the fabric of the British high street. It needs to be able to anticipate the latest fashions and be able to adapt to trends quickly.

WGSN



TIMING IS EVERYTHING

“Our biggest challenge is responding to trends at the right time and interpreting them in an age-appropriate manner,” says Colum Evans, Childrenswear Design Manager at M&S. “WGSN is a vital source of information for us, providing the insight and analysis we need to be able to identify and react to future fashion trends and turn them into profitable collections.”

AN ESSENTIAL BUSINESS TOOL

Colum and his team rely on WGSN every day. “I use the trend direction as a starting point for the season and follow the catwalk reports for both men and women, as well as the street reports. I keep up to date throughout the season with the daily bulletins.”

A GLOBAL VIEWPOINT

Being aware of what is happening, not just in the UK, but globally, is vital to M&S. “At the moment, with restricted travel budgets, WGSN provides valuable access to the global retail scene,” explains Colum. “It’s a great resource that enables us to keep an eye on the rest of the world.”

SUPPORT YOU CAN RELY ON

The personal, day-to-day support that WGSN provides has made a big impression on Colum. “The support is excellent. Our account manager has given WGSN a face, is incredibly efficient and really understands our requirements.”

GAINING A COMPETITIVE EDGE

For M&S and many companies like it, WGSN has grown to become a resource they simply can’t live without; ensuring that confident business decisions are made every day. “If you don’t have it, your competitors will, so why let them have the advantage?” adds Colum.

HOW M&S BENEFITS FROM USING WGSN:

- Global trend analysis as well as localised market interpretations
- Strong influence on product and brand direction
- Impressive trend & product direction
- Excellent hands-on support

TO FIND OUT MORE...

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

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YOUR M&S

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