

WGSN | FASHION

CHEATSHEET

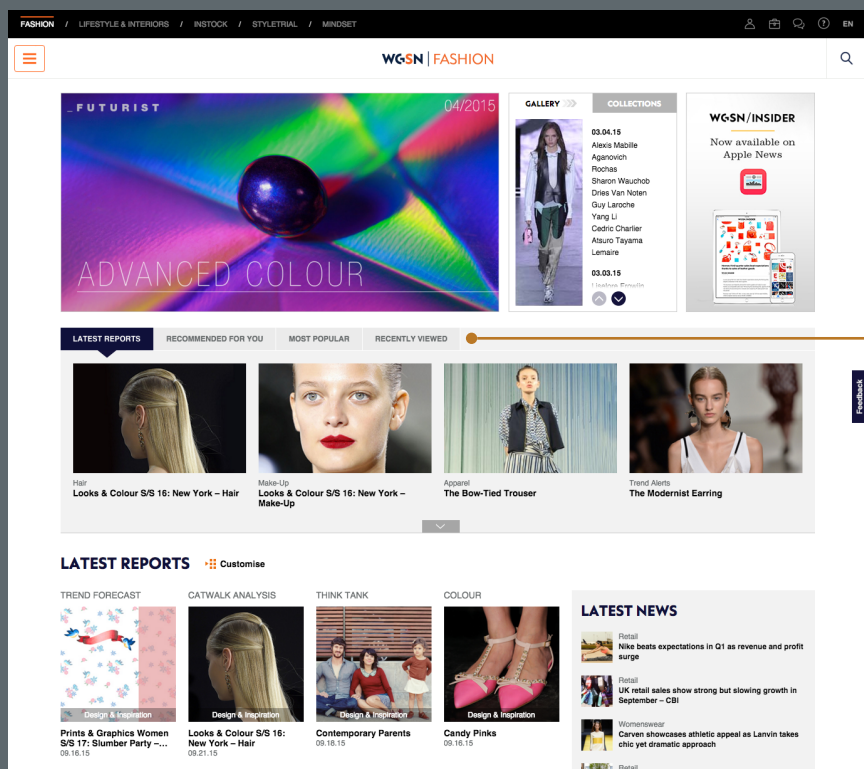
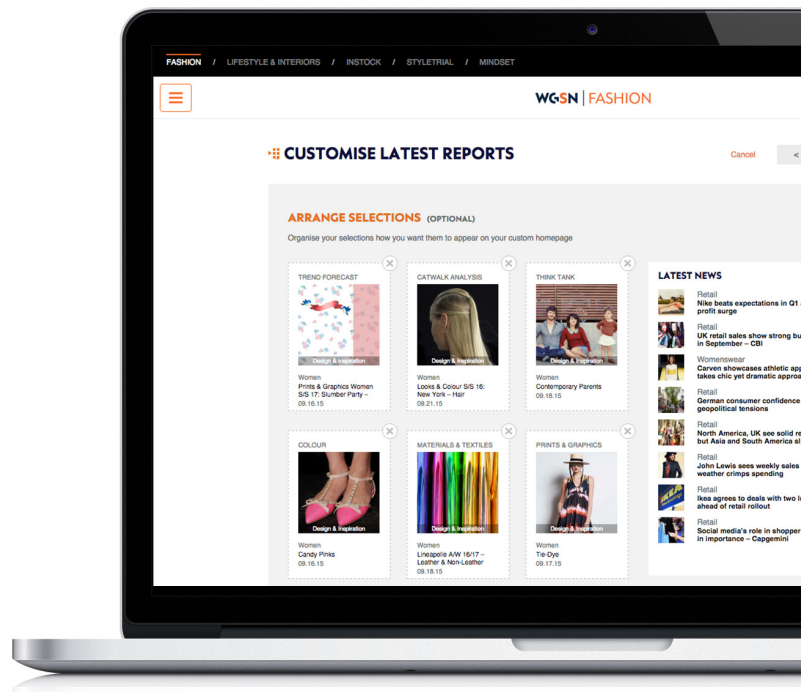
# WELCOME TO YOUR WGSN FASHION HOMEPAGE

Access your favorite reports quickly and easily from your homepage

## CUSTOMISE YOUR HOMEPAGE

Tailor your WGSN Fashion experience by arranging your homepage to feature reports that match your interests – scroll down the homepage and click on the [Customise](#) button to get started.

Choose from specifically curated selections including Womenswear and Menswear. Or you can Mix and Match to suit any specific interest.



## LATEST REPORTS

The most recent reports published on the site.

## RECOMMENDED FOR YOU

See what's trending in your field every day. Set your preferences and we will generate reports read by people like you.

## MOST POPULAR

Check out the most popular reports being read today, this week and this month.

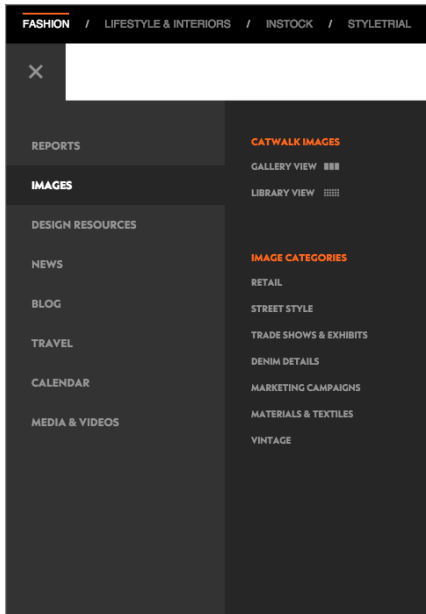
## RECENTLY VIEWED

We know you need to look back at a report sometimes, see your history here.

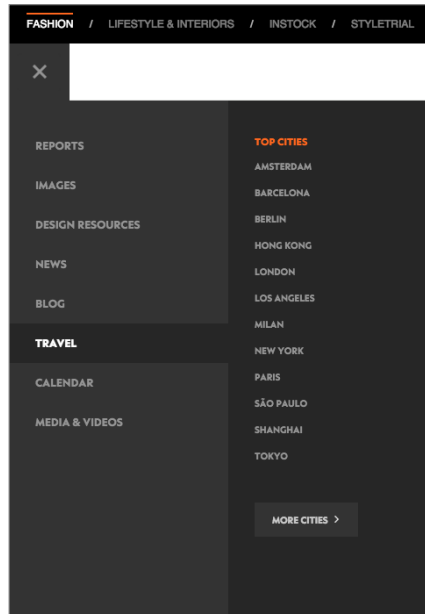
# ONE CLICK MENU

Whether you're looking for reports, images, the latest news, or travel tips, find all WGSN Fashion content here

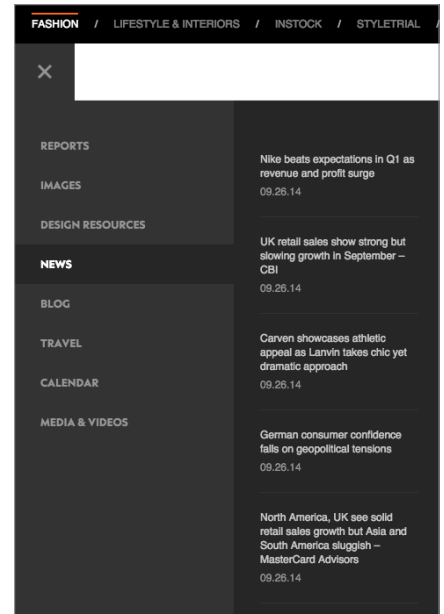
## IMAGES



## TRAVEL



## NEWS



## DESIGN AND INSPIRATION

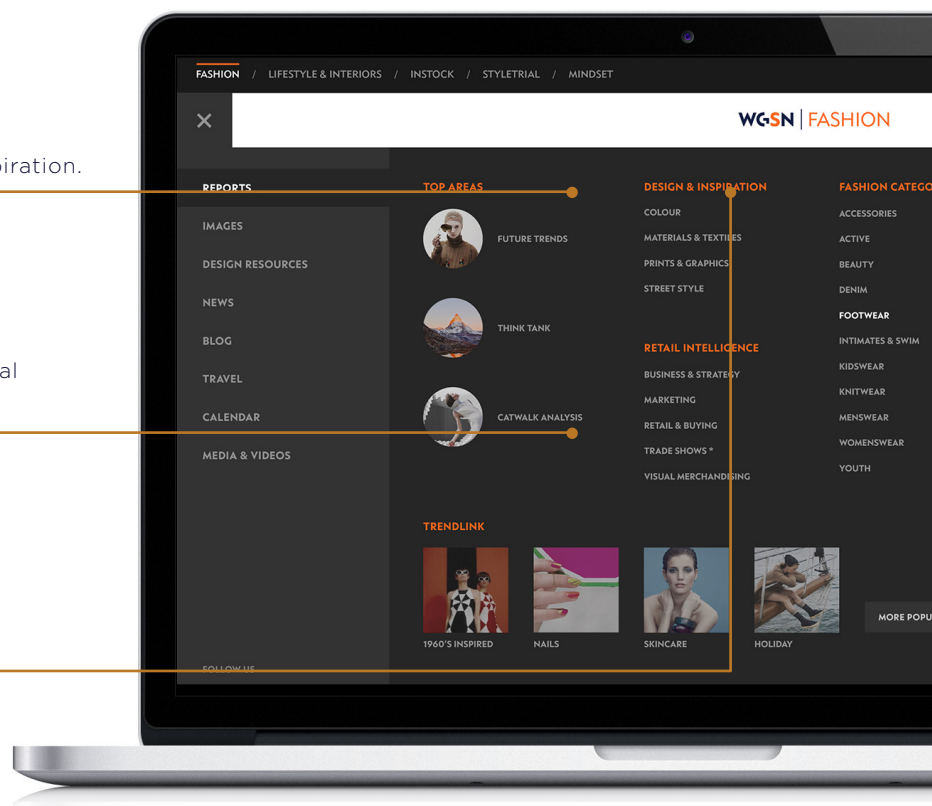
Early seasonal information and design inspiration.

## RETAIL INTELLIGENCE

Analysis of the latest retail images, essential trade show reports, and business insight.

## PRODUCT CATEGORIES

Specialist and curated content for every product category.



Can't find what you're looking for?

Start a live chat and our Client Services team will help you out.

# TRENDS FROM CONCEPT TO CONSUMER

Future or emerging, visual or cultural, never miss the trends you need to follow

## FUTURE TRENDS

WGSN was founded on our ability to predict the future and help you make the best product and design decisions. We accompany you on your creative journey, providing inspiration, insight and information every step of the way.

*Check out:*

The Vision - Our first look at the season - published 24 months ahead of in-store arrival - features the high level cultural influences that make up the four major themes of the season.

Future Trends Critical Path - A timeline outlining the delivery of the season's Future Trends reports.

## THINK TANK

Big picture thinking and immediate actions you can take to respond to the ever-evolving consumer you serve, innovation and technology advancements, and cultural influences shaping their world (and their purchases).

*Check out:*

The Buzz - Introducing you to the hot topics early-adopters are talking about.

## TRENDLINK

A hub of current and evolving trend themes and topics - such as Tropical, Yoga, or Pink. We've pulled together tons of related reports linked together with one easy click.

### Did you know...

- View More Images allows you to see the Editor's folder as they were building the trend story.
- All reports are downloadable as PDFs.
- With full-screen views and one-click browsing, you can now download, print, or save any image detail that catches your eye - directly from a report!

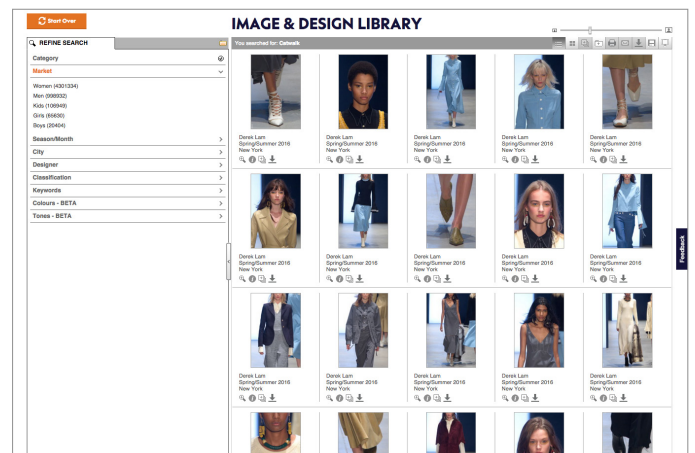
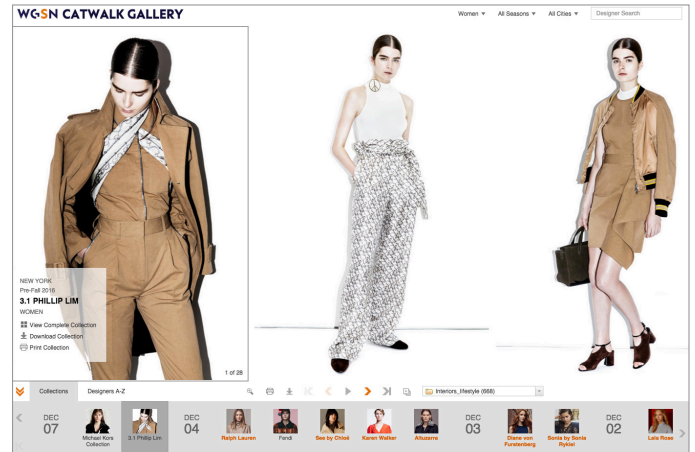
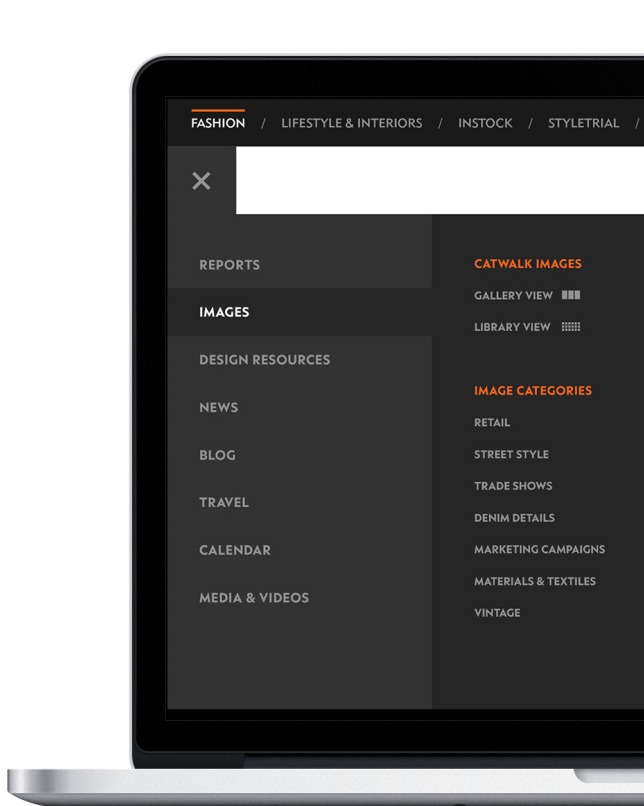
## REPORT VIEWING

Paging and scrolling through trend reports has never been easier on desktop or mobile. Use the toolbar to jump to a page, view full screen, print, save and download.



# CATWALKS

Non-stop delivery of catwalk trends and fashion week highlights – giving you exclusive access to the quickest coverage and most comprehensive analysis, from backstage to front row



## CATWALK ANALYSIS

Editorial coverage and expert analysis of the collections from every angle.

*Check out:*  
Key Trends - A definitive round-up of the catwalk season trends.

Catwalk Analytics - Let our data tell the story of key product shifts from last season to this.

## CATWALK IMAGES

### GALLERY VIEW

The ultimate viewer for catwalk images, with intuitive and mobile-friendly interface for viewing collections by designer.

### LIBRARY VIEW

Search, save and download over two million catwalk images in the Image Library.

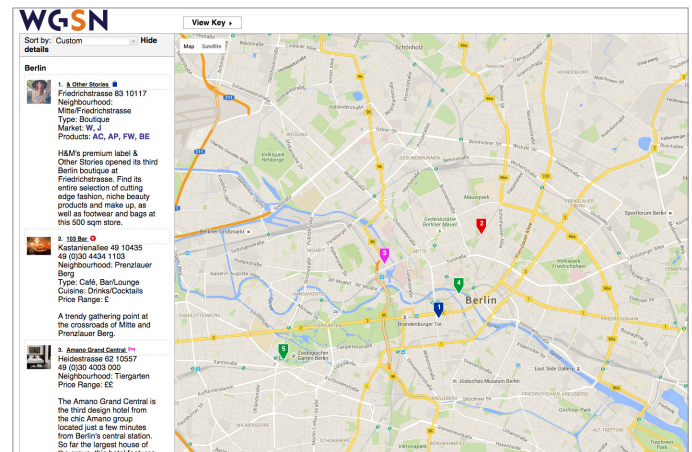
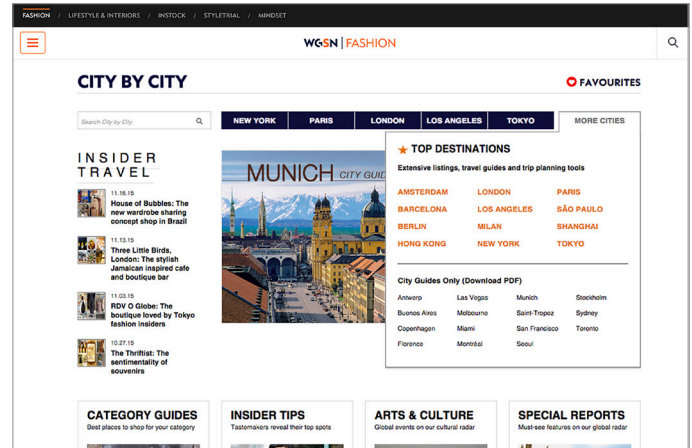
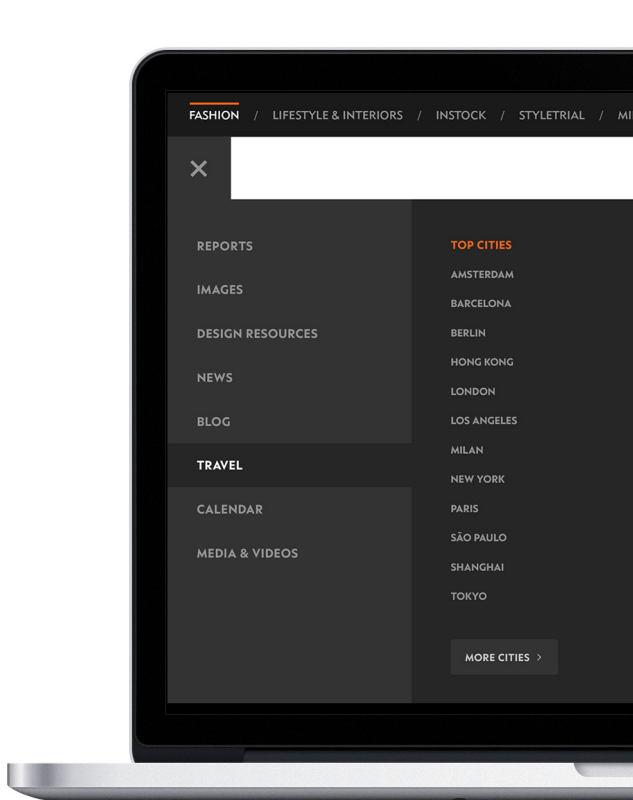
## CATWALK VIDEOS

Experience the shows with music, mood and movement. Watch bitesize recaps and expert discussion.



# CITY BY CITY TRAVEL

Make the most of your next trip by using WGSN's tightly edited travel guides. Our editors scour each city to give you the shortlist of shops, restaurants, hotels and exhibits



## TOP DESTINATIONS

Check out the top destinations of the most visited and inspirational cities here.

- Extensive listings, travel guides and mapping tools.
- Learn the best places to shop with our Global Market Category Guides.
- Use full interactive guides or quick 48 hour digests. Keep on the pulse of the most exciting cities to visit.

## MAPPING

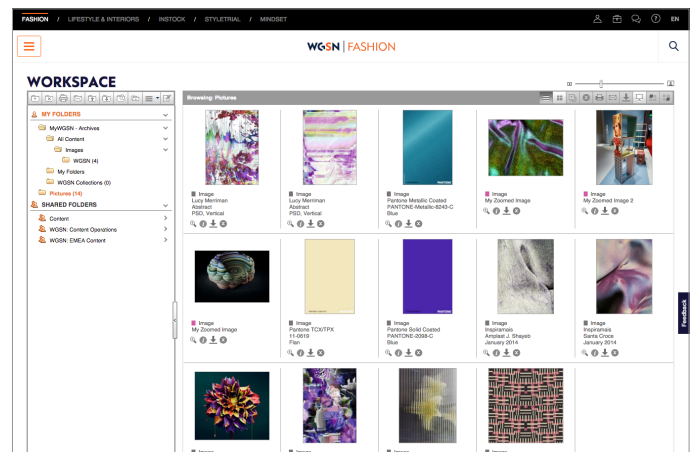
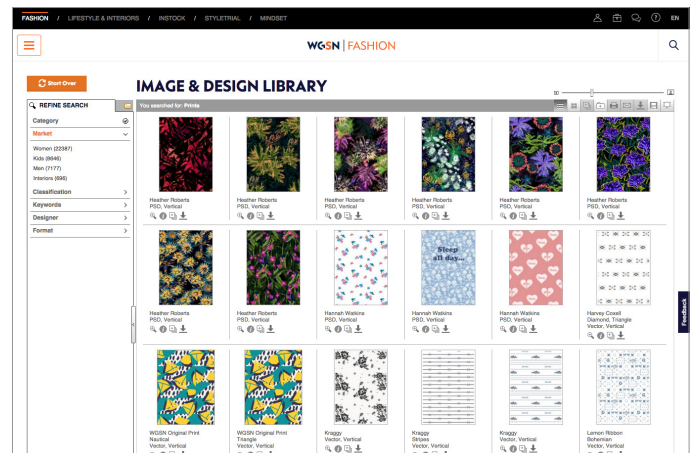
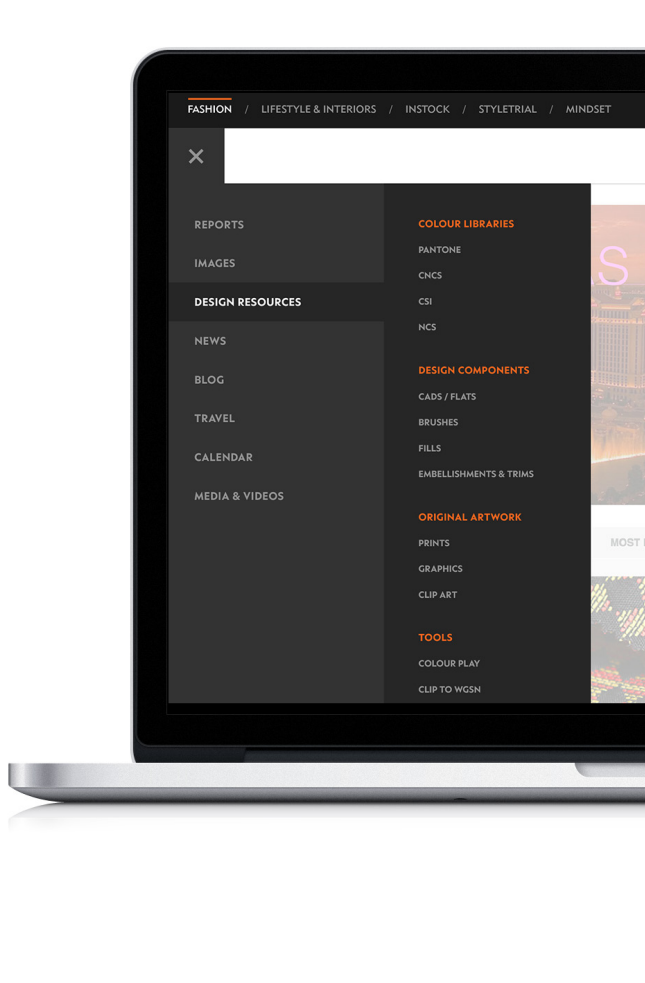
WGSN mapping technology allows you to create a highly customised trip itinerary.

### Did you know...

If you type the name of a store, restaurant or hotel into the City by City search bar you will see Google results as well as those on WGSN. Switch between them using the tabs.

# IMAGE & DESIGN RESOURCES

Search more than 17 million zoomable high-resolution images to find exactly what you need



## IMAGES

Use WGSN's patented technology to search millions of images from retail, trade shows, street style and more!

## DESIGN RESOURCES

Colour-swatch libraries and downloadable files: original artwork, CADs, brushes and fills. Easily search for the design resources that save you time and money.

## TOOLS

[Clip to WGSN](#) allows you to collect images from any website to your Workspace. [Colour Play](#) allows you to create your own colour palettes online.

## WORKSPACE

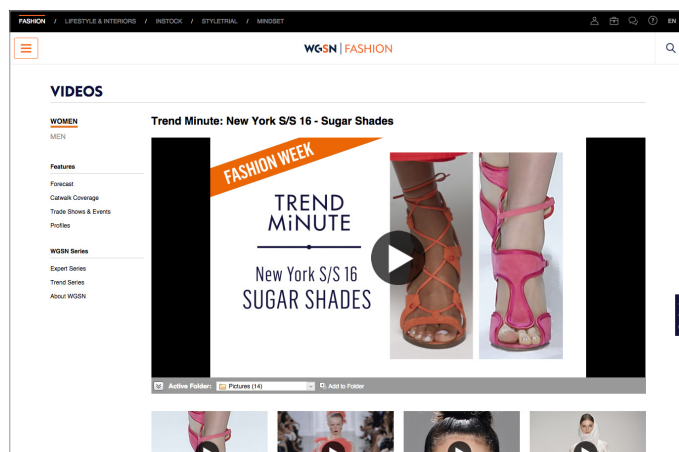
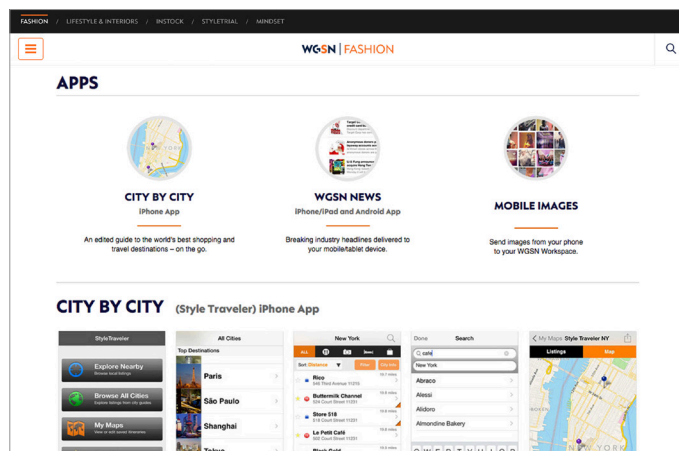
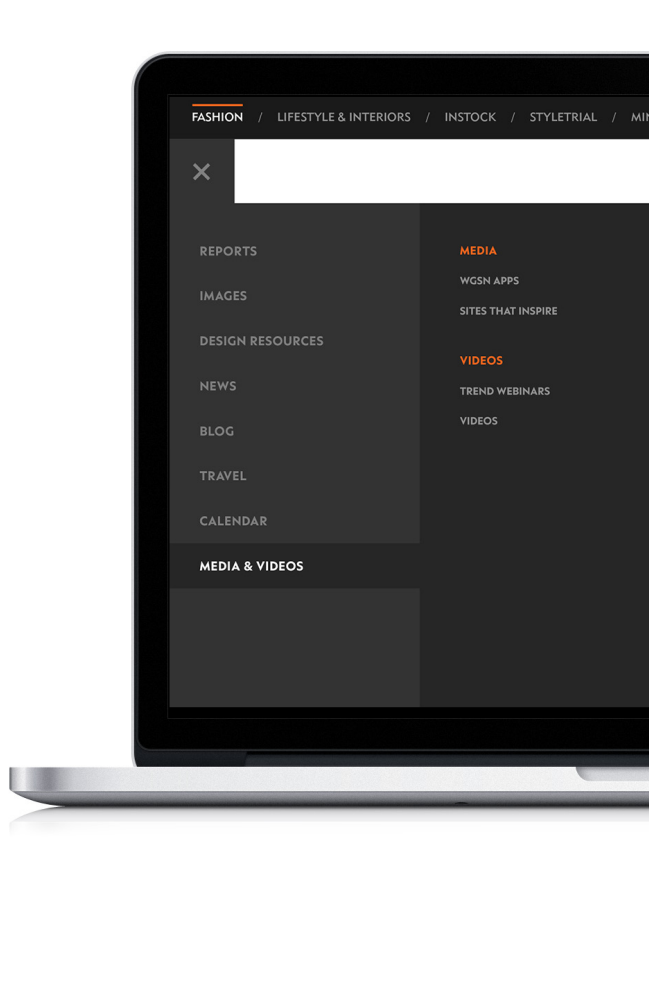
A revolutionary platform for saving, organising and sharing your inspiration and work. WGSN functionality allows you to rearrange images, colour code your folders, share and collaborate easily with colleagues... and more!

### Did you know...

There are more than 60,000 original artworks and design files in our Design Library. You can save your search and view the latest results first whenever you come back to the site.

# MEDIA & VIDEOS AND MORE ....

WGSN keeps you inspired and informed at all times and on multiple platforms via trendcasts and videos, mobile apps and our acclaimed blog, INSIDER



## APPS

News app, email photos from your phone to your Workspace.

## WGSN/INSIDER

Read WGSN/INSIDER for the latest editorial commentary.

## SITES THAT INSPIRE

Our pick of the blogs and websites to expand your research.

## TRENDCASTS

Experts guide you through the latest updates.

## VIDEOS

Interviews and features from catwalks to trade shows.

## ARCHIVES

Access to archived content from both sites dating back to 1998.

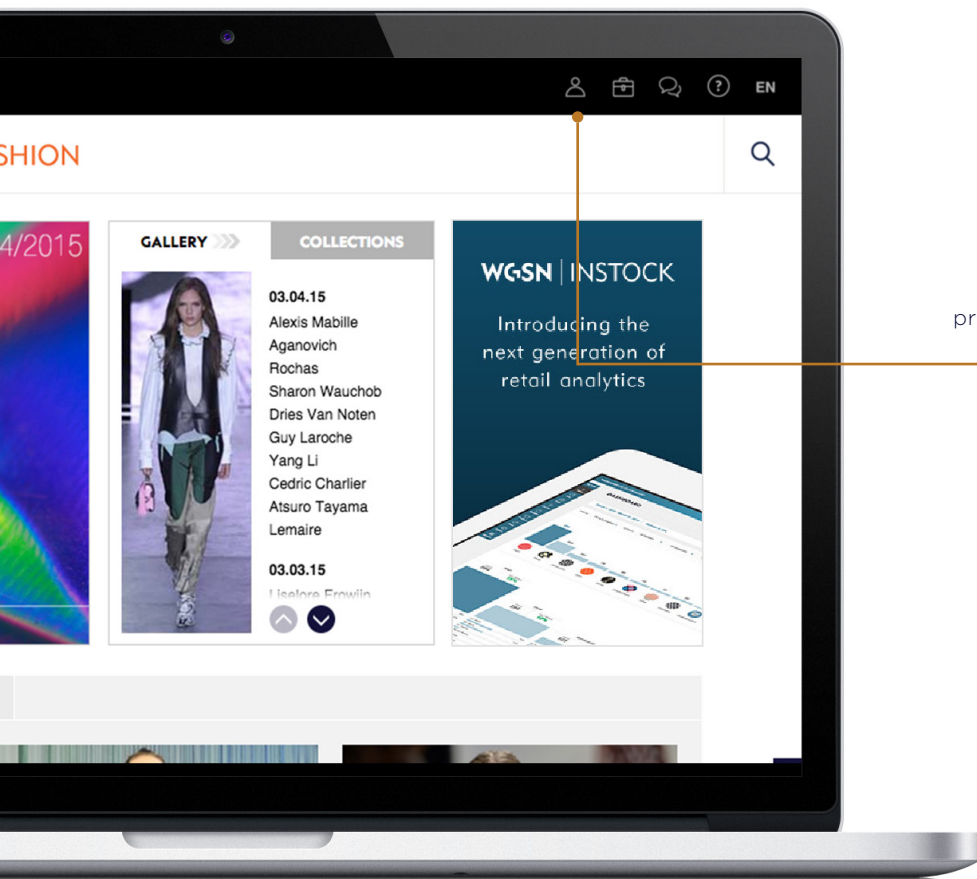
### Did you know...

WGSN/INSIDER is now available on Apple News - so you can get the latest news and inspiration from WGSN on the go!



# YOUR WGSN

To learn more about WGSN Fashion and our suite of products, contact us today



## MANAGE YOUR ACCOUNT

Find your account details under the profile icon, where you can change site preferences and manage your newsletters.

## EMAIL/PHONE

contactus@wgsn.com  
Global & North America +1(212) 201-2800  
EMEA +44 20 7715 6200  
Asia Pacific +852 2730 0831  
Latin America + 55 11 3372 7272

## LIVE CHAT

Visit the site to speak to one of our representatives.

## NEED MORE HELP?

Visit the site to read FAQs, technical requirements and to watch a full range of how-to videos on using the website.

## FOLLOW US

 TWITTER

 FACEBOOK

 YOUTUBE

 LINKEDIN

 TUMBLR

 GOOGLE PLUS

 INSTAGRAM