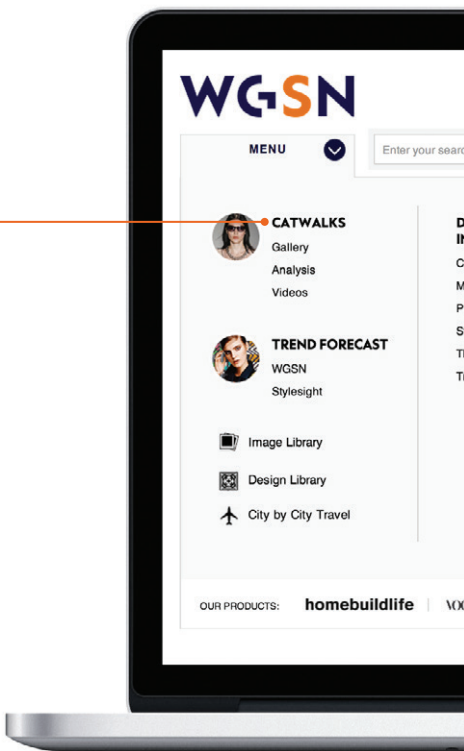


**WGSN**

**CHEATSHEET**

# 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.



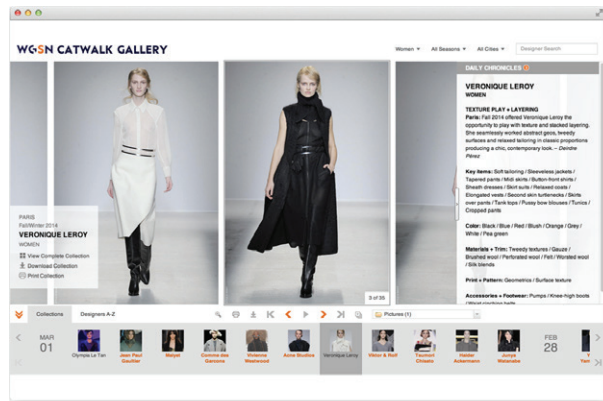
## CATWALKS

### ? DID YOU KNOW...

- There are more than two million catwalk images in the Image Library
- Read WGSN editors' recaps of the most influential collections during fashion weeks via our Daily Chronicles blog.

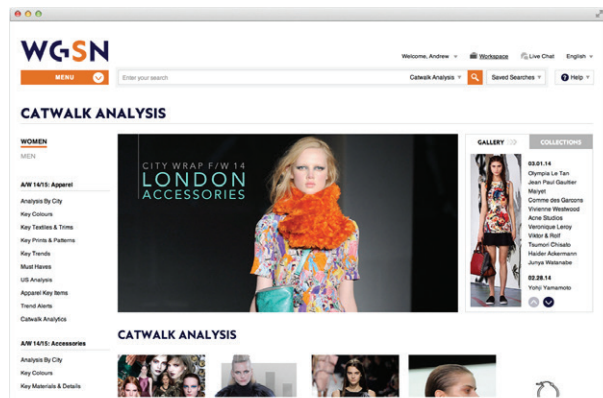
## CATWALK GALLERY NEW TO WGSN

Intuitive and mobile-friendly interface for viewing catwalk collections by designer. Quicklook has been renamed Catwalks Gallery. One of the most-loved areas of Stylesight, now available to all.



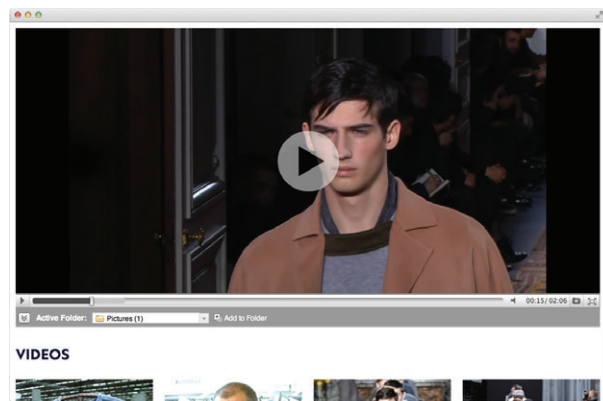
## CATWALK ANALYSIS

Editorial coverage of the collections from every angle.



## CATWALK VIDEOS NEW TO WGSN

Experience the shows with music, mood and movement.

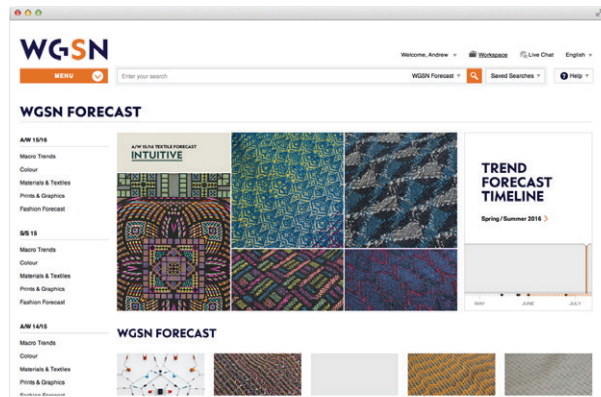


# TREND FORECAST

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.

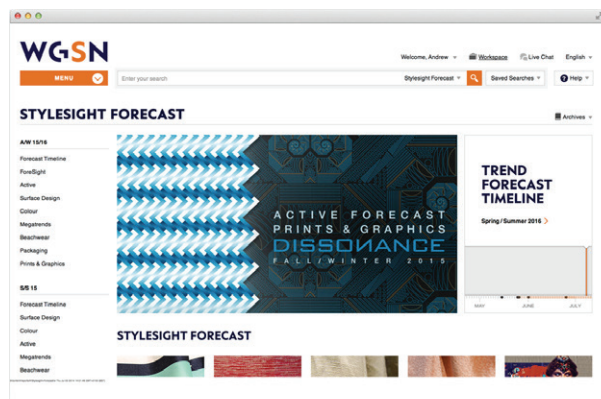
## WGSN CREATIVE DIRECTION

Early seasonal information like Macro Trends and Fashion Forecast.



## STYLESIGHT FORECAST

Seasonal Megatrend themes through to Design Development.



## TREND FORECAST

### IMPORTANT NOTE

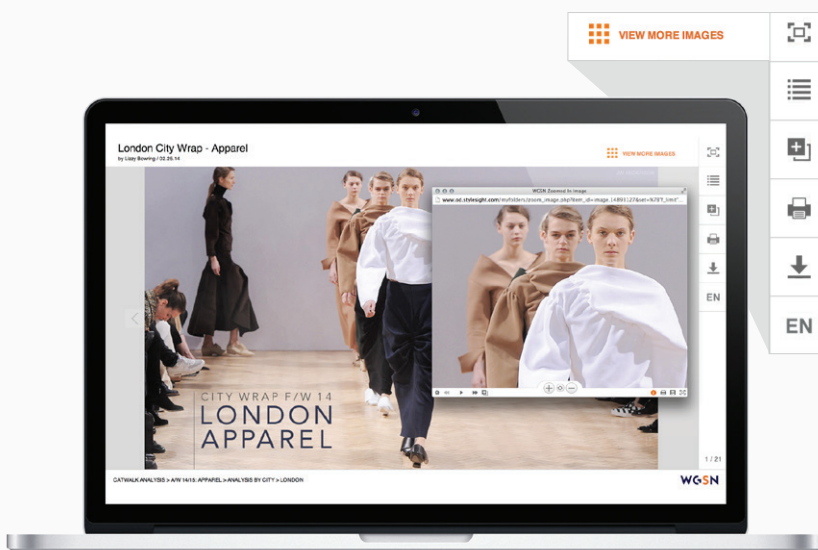
Separate forecasts will only be available through S/S 16. After that, there will be a single forecast that combines the best of both approaches.

## REPORT VIEWING NEW FEATURE!

Paging and scrolling through trend reports has never been easier with our new viewer.

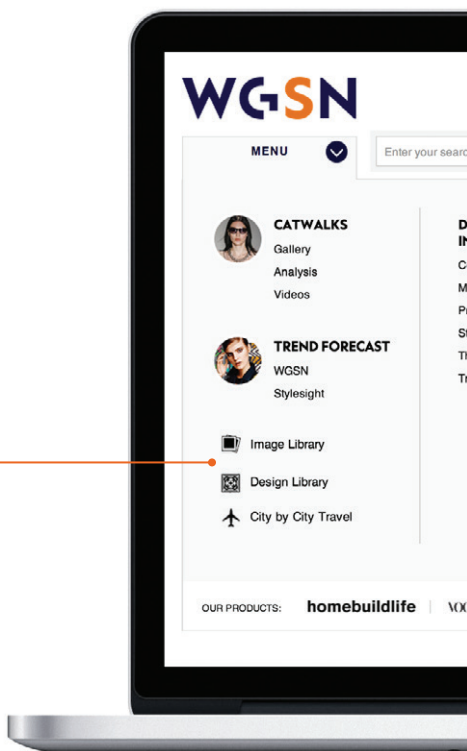
### DID YOU KNOW...

- View More Images allows you to see the Editor's folder as they were building the trend story.
- You can now click on any image (does not apply to collaged images) in a report to see a zoomable version.



# IMAGE & DESIGN LIBRARY

Search more than 10 million zoomable high-resolution images to find exactly what you need.



## IMAGE / DESIGN LIBRARY

### ? DID YOU KNOW...

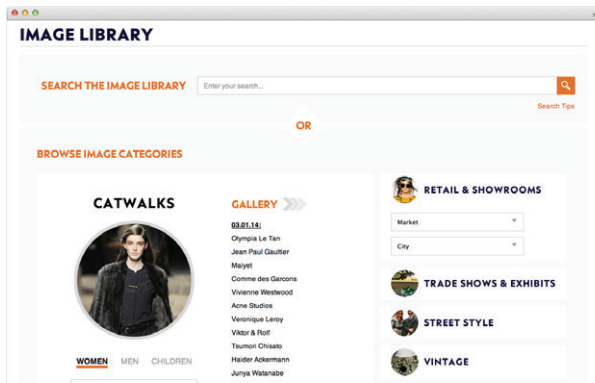
- The new Design Library houses more than 60,000 original artworks and design files, bringing together the archives of WGSN, Stylesight and Mudpie.
- You can SAVE YOUR SEARCH and view the latest results first whenever you come back to the site.

### i IMPORTANT NOTE

Colour search coming soon!

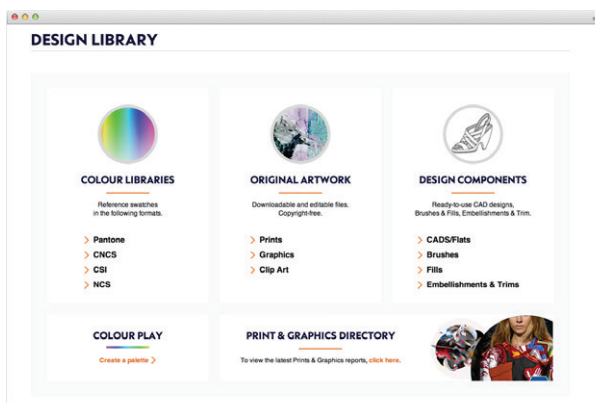
## IMAGE LIBRARY NEW TO WGSN

New faceted search based on Stylesight's patented technology.



## DESIGN LIBRARY NEW TO WGSN

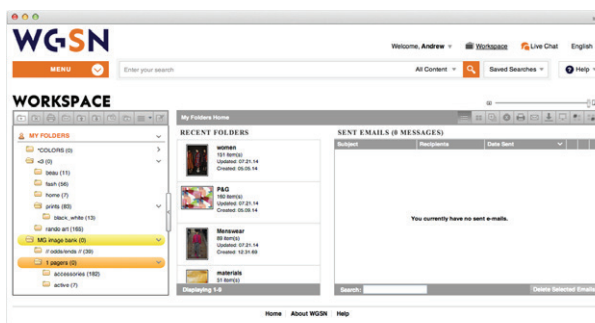
Colour-swatch libraries and downloadable files: original artwork, CADs, brushes and fills. Easily search for the design resources that save you time and money.



## WORKSPACE NEW TO WGSN

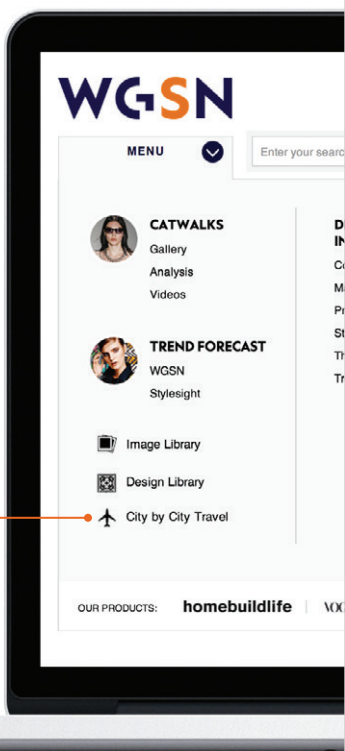
A revolutionary platform for saving, organising and sharing your inspiration and work. New functionality allows you to rearrange images, colour code your folders, share and collaborate easily with colleagues... and more!

GOOD NEWS! Anything you've saved in My WGSN (WGSN) or MY WORKSPACE (Stylesight) will be available in your new Workspace.



# CITY BY CITY TRAVEL

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



## ↑ CITY BY CITY TRAVEL

### ✕ DISCONTINUED

365 and City Edit apps have been replaced by WGSN Style Traveler app in the iPhone store.

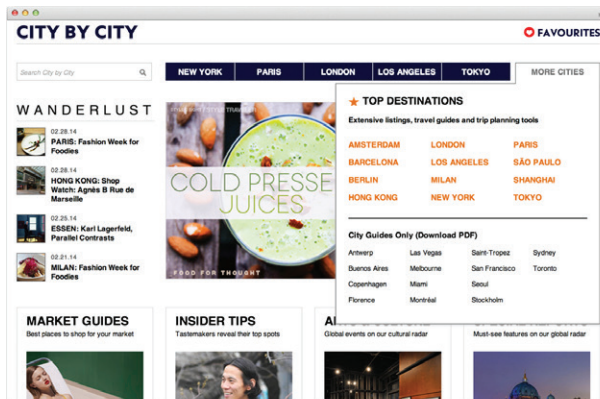
### ? DID YOU KNOW...

Type the name of a specific store, restaurant or hotel into the Search City by City box and you will see two tabs for City by City Results AND Google Results. This ensures you will always find the location you're looking for.

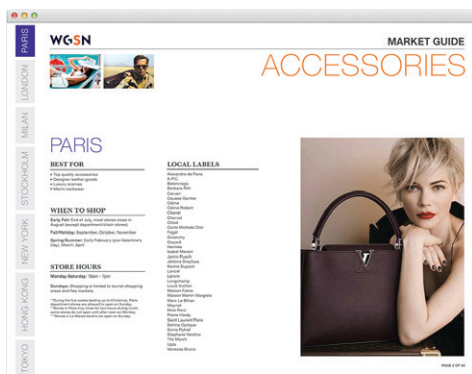
You can download the WGSN Style Traveler app for iPhone now!

## TOP DESTINATIONS

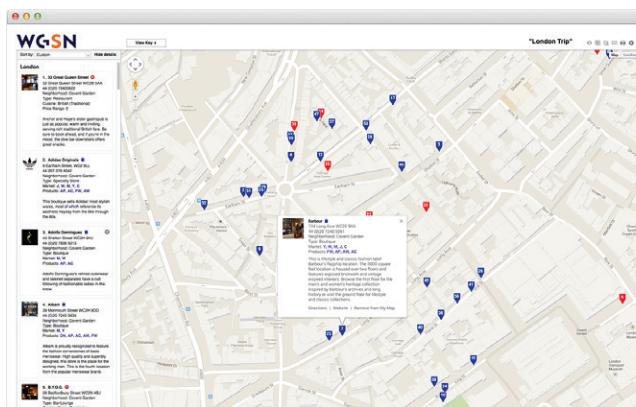
Extensive listings, travel guides and mapping tools.



- More Arts & Culture Reports are available in THINK TANK.
- New "48 hours" section added to City Guides.
- New "Style Cities" annual report that identifies upcoming cities worth visiting.
- New Market Guides advise where to shop for your market.



## MAPPING

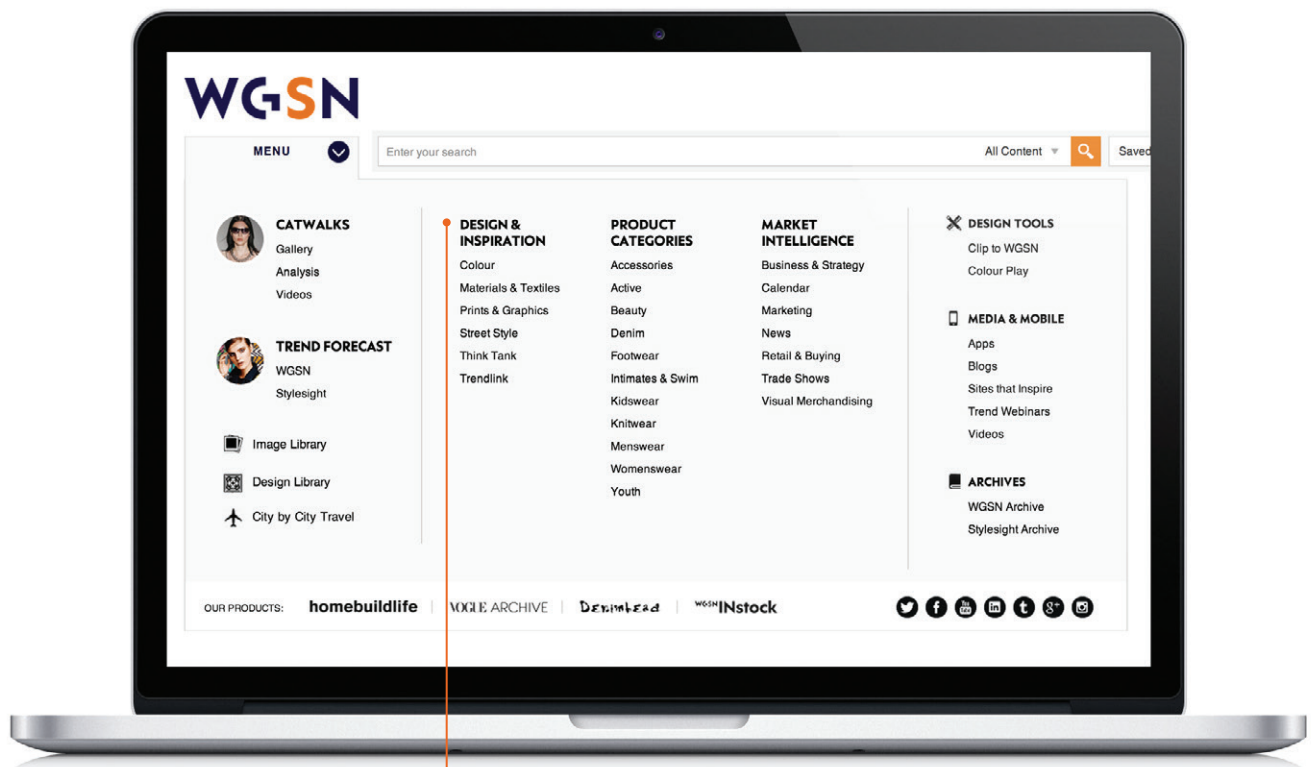


New mapping technology allows you to create a highly customised trip itinerary. Fewer cities covered means more time dedicated to exciting new openings and store closings for your favourite destinations.



# DESIGN & INSPIRATION

Creative hub for design, concept and trend direction



## ↑ DESIGN & INSPIRATION

### NEW TO WGSN

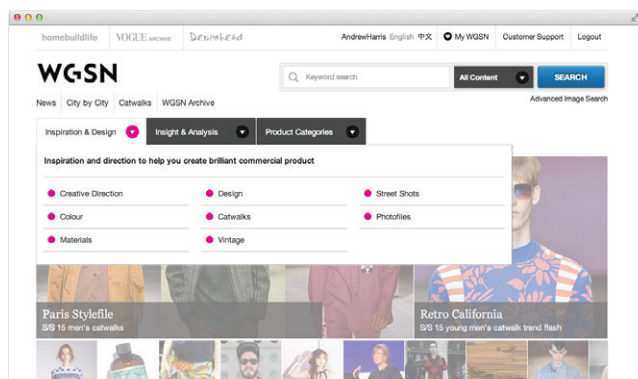
NEW feature – TRENDLINK! A curated search of trend reports sorted by themes and topics.

CREATIVE DIRECTION has been renamed TREND FORECAST.

The MATERIALS and TEXTILES sections have been combined into one.

DESIGN reports have been moved within each of the PRODUCT CATEGORIES.

STREET SHOTS has been renamed STREET STYLE.



### NEW TO STYLESIGHT

NEW section – COLOUR!

LIFESTYLE & CULTURE has been renamed THINK TANK

STREETS & EVENTS has been renamed STREET STYLE

### DISCONTINUED ✕

VINTAGE section (WGSN and Stylesight)

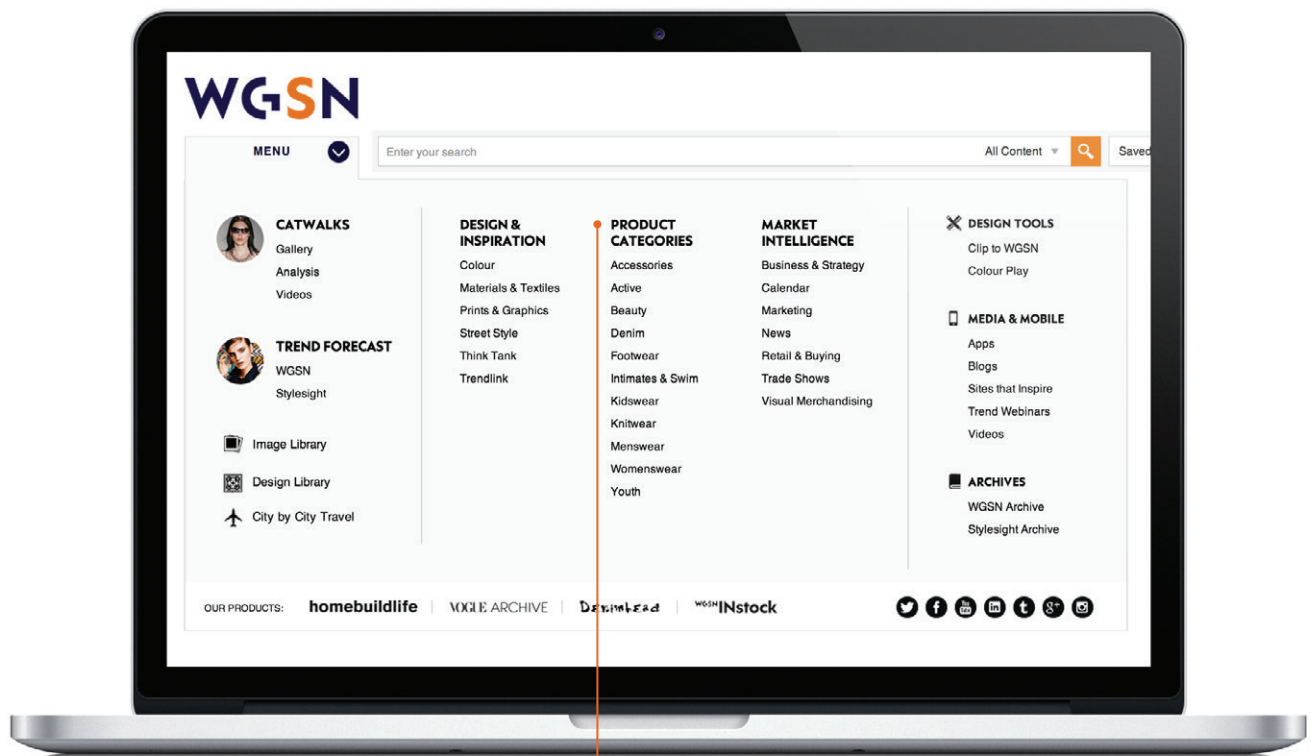
You can still find Vintage inspiration reports within Product Category sections. The Vintage Image Library features more than 90,000 images from the 1700s to the 2000s.

PHOTOFILES section (WGSN)

Photofile reports are available in the WGSN archive and within various Product Categories.

# PRODUCT CATEGORIES

Design and trend information by specialist categories.



## ➤ PRODUCT CATEGORIES

### NEW TO WGSN

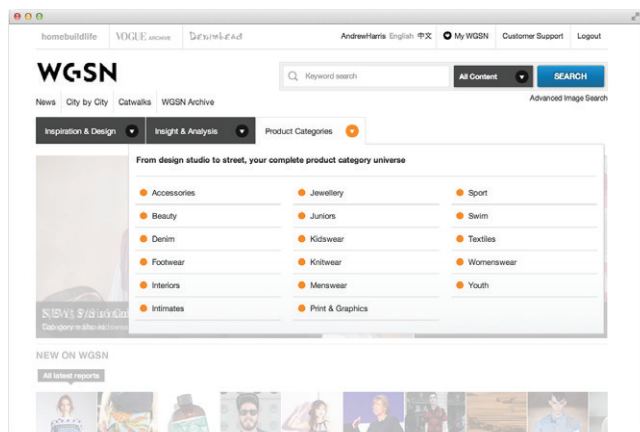
SPORT has been renamed ACTIVE

JEWELLERY has been moved to ACCESSORIES

JUNIORS has been moved to YOUTH

### NEW TO STYLESIGHT

NEW sections – WOMENSWEAR and MENSWEAR!

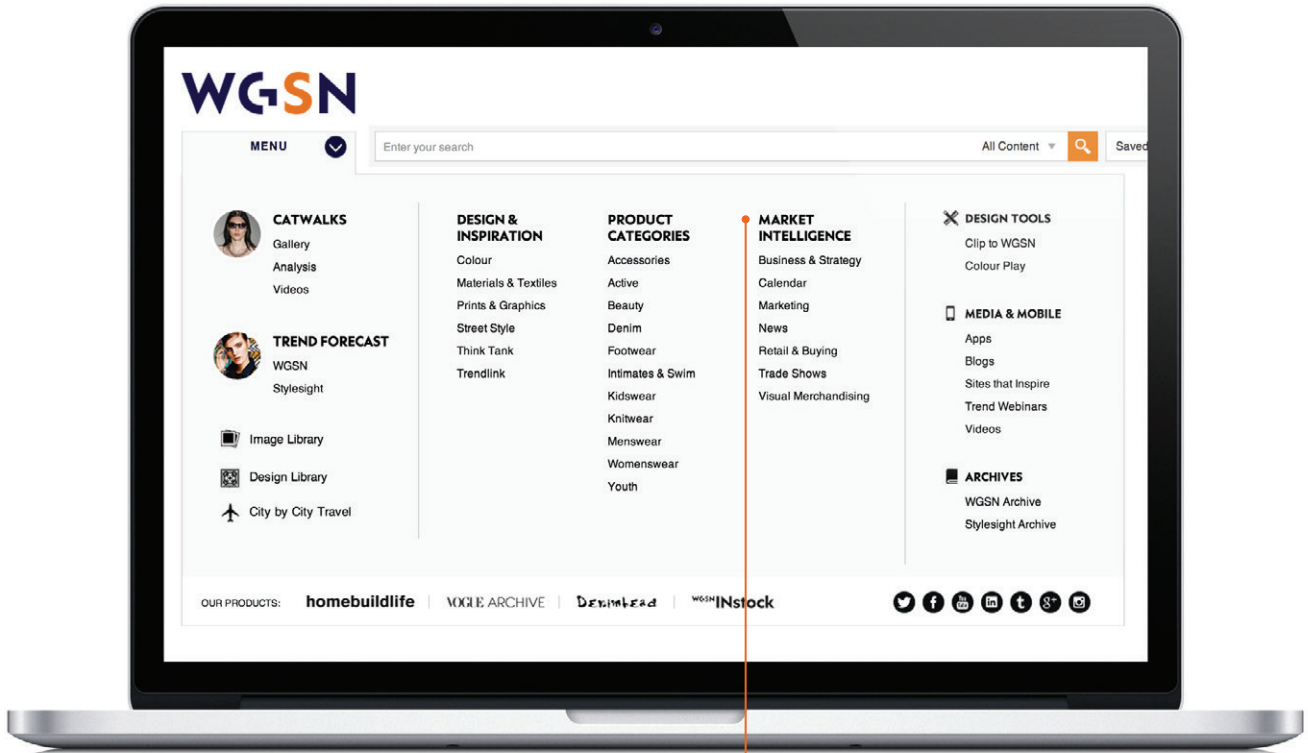


### ? DID YOU KNOW...

- You can customise your homepage to focus on the Product Categories you are most interested in.
- You can change your preference for DATE FORMAT in the menu next to your name.

# MARKET INTELLIGENCE

Real-time reporting from retail and trade shows, with vital insights on business, strategy, marketing and news.



## ➔ MARKET INTELLIGENCE

### NEW TO WGSN

NEW feature – CALENDAR!

BUSINESS section, RETAIL section have been combined into BUSINESS & STRATEGY

The WHAT'S IN STORE and BUYING sections have been combined as RETAIL & BUYING

THINK TANK has moved under DESIGN & INSPIRATION

### DISCONTINUED ✕

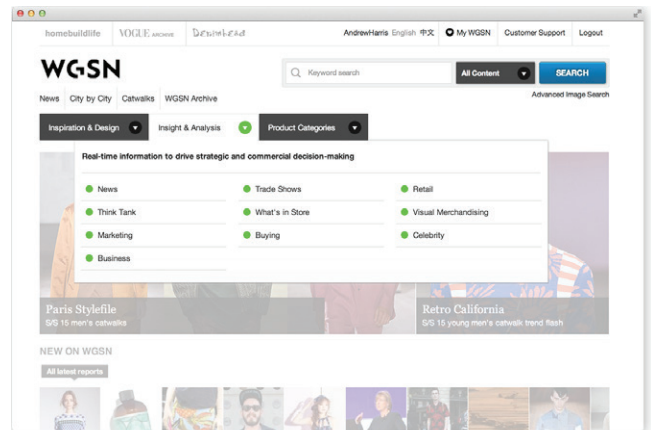
CELEBRITY section – Red-carpet events can still be found under STREET STYLE

### 🔍 DID YOU KNOW...

You can download the WGSN NEWS app for iPhone or Android to read our daily headlines on the go.

### NEW TO STYLESIGHT

Market Intelligence was a recognised strength of WGSN. Stylesight users will benefit from the addition of these NEW sections: BUSINESS & STRATEGY, MARKETING and VISUAL MERCHANDISING!





# AND MORE...

## • NEW TO WGSN CUSTOMERS



### DESIGN TOOLS

#### CLIP TO WGSN •

Clip images from any website to your Workspace.

#### COLOUR PLAY •

Create your own colour palettes online.



### MEDIA & MOBILE

#### APPS •

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

#### BLOGS •

Frequent and fresh trend updates.

#### SITES THAT INSPIRE •

Experts guide you through the latest trends.

#### TREND WEBINARS

Experts guide you through the latest updates.

#### VIDEOS

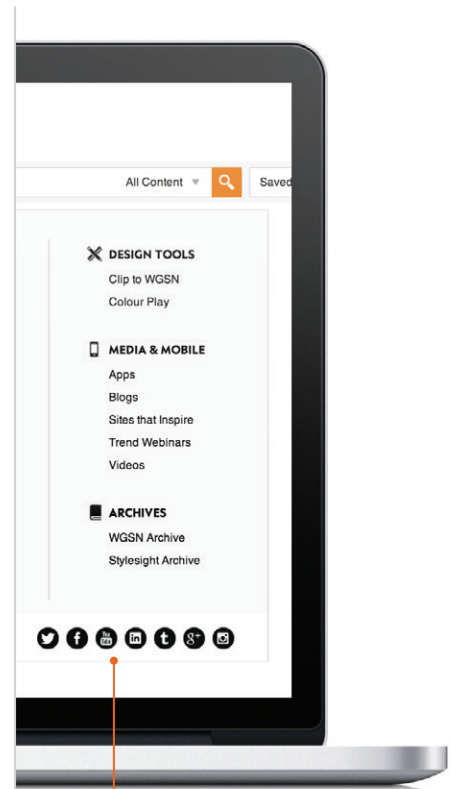
Interviews and features from catwalks to trade shows.



### ARCHIVES

#### ACCESS YEARS OF CONTENT

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



### FOLLOW US ON

TWITTER

FACEBOOK

YOUTUBE

LINKEDIN

TUMBLR

GOOGLE PLUS

INSTAGRAM

## DISCONTINUED ✕

- MY STORYBOARDS has been discontinued due to low use. There are several online alternatives as well as software solutions such as Adobe, Powerpoint and Keynote. Saved Storyboards will be available in your Workspace for download.
- WGSN 365 app for iPad
- WGSN City Edit app for iPhone

# TOP 10 UPDATES FOR...

## WGSN CUSTOMERS

### 1. SEARCH

More relevant results. TRY IT!

### 2. IMAGE & DESIGN LIBRARY

More than 10 million images and original artwork

### 3. CATWALK GALLERY

The best platform for viewing catwalk collections

### 4. CITY BY CITY TRAVEL

Industry-leading travel app

### 5. TRENDLINK

Search by trend topics

### 6. NEW TOOLS

Industry Calendar, Colour Play, Blogs, Apps, Sites That Inspire

### 7. WORKSPACE

Easier collaboration and organisation functions

### 8. NEW LANGUAGES

View the site in Chinese, Spanish, Korean, Japanese

### 9. PRECISION PRINTING

New layouts and options for dynamic printouts

### 10. CUSTOMISE

Design your homepage to suit your interests

## STYLESIGHT CUSTOMERS

### 1. SITEWIDE SEARCH

Search reports, images and news articles with one click.

### 2. NEW REPORT VIEWER

New mobile-friendly interface

### 3. COLOUR

New section with expanded content

### 4. WOMENSWEAR & MENSWEAR

Dedicated sections for each market

### 5. BUSINESS & STRATEGY

New content

### 6. MARKETING

New content

### 7. VISUAL MERCHANDISING

New section with expanded content

### 8. UK ENGLISH

English has crossed the Pond, so we'll be using 'catwalks' instead of 'runway' and 'A/W' instead of 'F/W'

### 9. DESIGN LIBRARY

A new home for all downloadables - original artwork, flats/CADs, brushes and fills

### 10. OTHER PRODUCTS IN THE FAMILY

Homebuildlife, Vogue Archive, WGSN INstock, Denimhead

## NEW FOR BOTH

### 1. MOST POPULAR

Highly-viewed reports

### 2. RECENTLY VIEWED

Your personal viewing history

### 3. RESPONSIVE DESIGN

The site expands and minimises according to your screen size

### 4. MORE MOBILE-FRIENDLY

Made possible by responsive design and other improvements

### 5. INFINITY SCROLL

See more content simply by scrolling down