

Know what's next.

WGSN

Create
Tomorrow



The world's trend authority for creative thinkers.

wgsn.com

WGSN is the World's Global Style Network. Our online and consultancy services reach a vast, global network of creative industry professionals who rely on our daily insight and intelligence.



18
years

250,000
unique page views / day

94
countries

7.5 million
unique page views / month

6,000
companies

wgsn.com

While our online services are available through paid, enterprise subscription, we reach a vast network of consumers through our social media followings.

WGSN / INSIDER

Our blog newsletter, featuring a behind-the-scenes look at WGSN, goes to 400,000 individuals each week.



Public following

66k
LinkedIn

161k
Facebook

143k
Instagram

87
Twitter

200k+
Tumblr

*figures valid as of October 2016

WGSN is the world's trend authority.

Our full product portfolio includes online trend services WGSN Insight, WGSN Fashion and WGSN Lifestyle & Interiors, retail analytics platform WGSN Instock, crowd-sourced design validation tool WGSN Styletrial, our specialist consulting offer WGSN Mindset, and our signature summits, WGSN Futures.

Together, we create tomorrow.

18-year track record

A trusted partner for many of the world's leading brands since 1998, including all apparel brands on the Fortune 500 list

350+ industry experts

A global team of industry specialists and thought leaders share their expertise, insights & research to help our clients

Worldwide coverage

Trends and information hubs in New York, Hong Kong and London with 14 offices around the world

Constant innovation

Significant investment in WGSN people, technology and content; more than £40m in 3 years

Group strength

Part of Ascential PLC, an international, B2B, multi-platform media group whose portfolio includes Money 20/20 and Cannes Lions

What we do

In a world of technology enabled consumers, a wrong decision can cost millions. WGSN's unique and innovative products and services provide future intelligence and creative inspiration on what's new and what's next.

Trend and colour forecasts 2 years ahead of season

350+ monthly reports

6 languages

Consumer insight 2-5 years ahead

Digital library of 22+ million images, plus thousands of royalty-free prints, graphics and CADs

Coverage of over 200 trade shows / year



Through our core trend reporting services, we provide dedicated coverage of:

Design & Inspiration

Colour
Materials & Textiles
Paper & Packaging
Prints & Graphics
Street Style
Travel Guides

Fashion Categories

Accessories
Active
Beauty
Catwalks
Denim
Footwear
Intimates & Swim
Kidswear
Knitwear
Menswear
Womenswear
Youth

Consumer Insight

Business & Strategy
Consumer Attitudes
Consumer Forecasts
Generational Insights
Innovation
Marketing
Retail
Social Media
Technology
Visual Merchandising

Lifestyle Categories

Automotive
Consumer Electronics
Experience Design
Fashion Connection
Food & Drink
Hospitality
Pets
Wellness

Interior Categories

Bed & Bath
Decorative Accessories
Furniture
Garden & Outdoors
Interior Style
Kids' Room
Kitchen & Tabletop
Seasonal Gifting
Textiles
Walls & Floors
Vintage & Crafts

Our subscribers

We have over 60,000 active users across 6,000 global businesses in retail, fashion, design, beauty, automotive, FMCG, telecoms and branding.

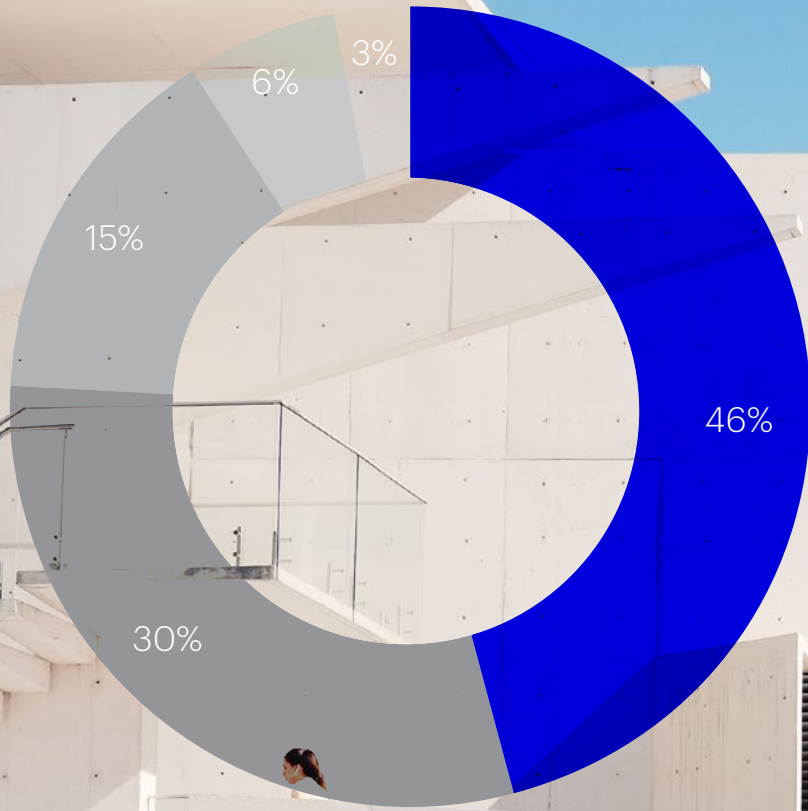
Mid-Senior Manager

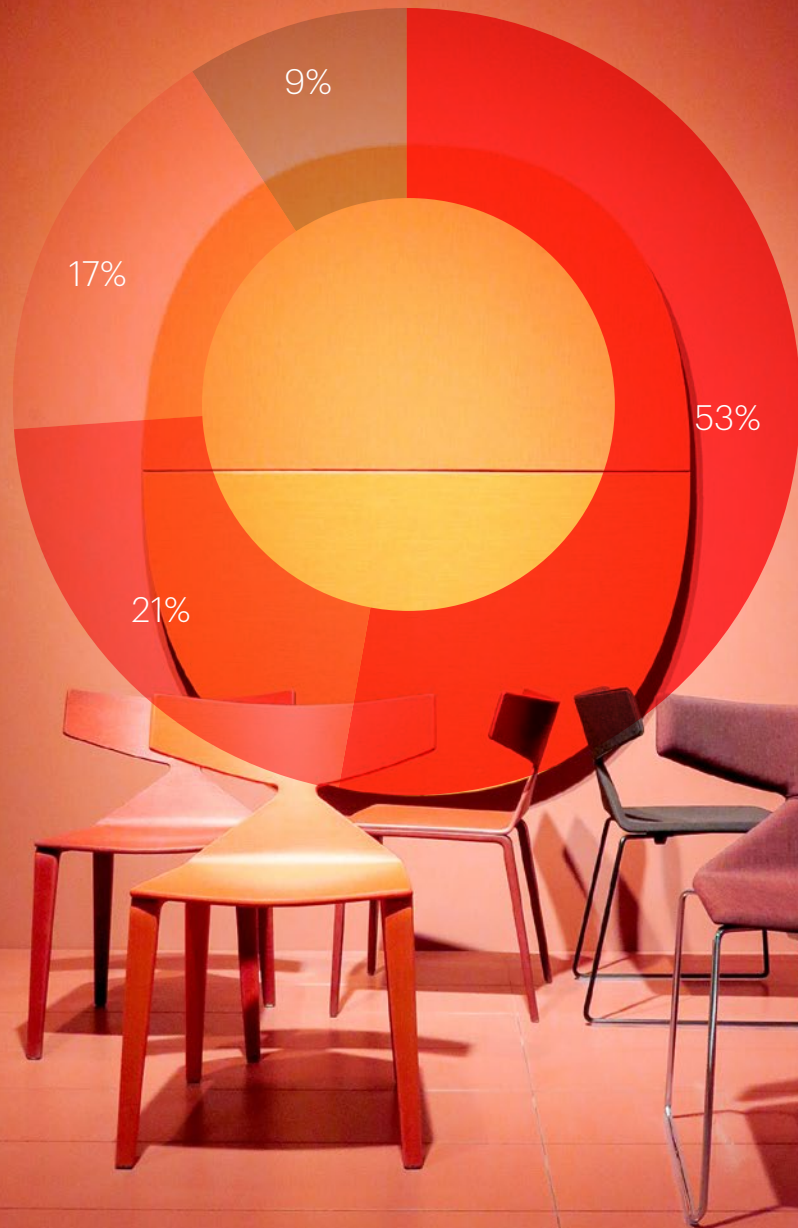
Director and Above

Assistant / Admin

Freelance

Other





We also address a range of functions throughout the organizations we serve. By job function, our users fall into a number of roles:

Product Development / Design

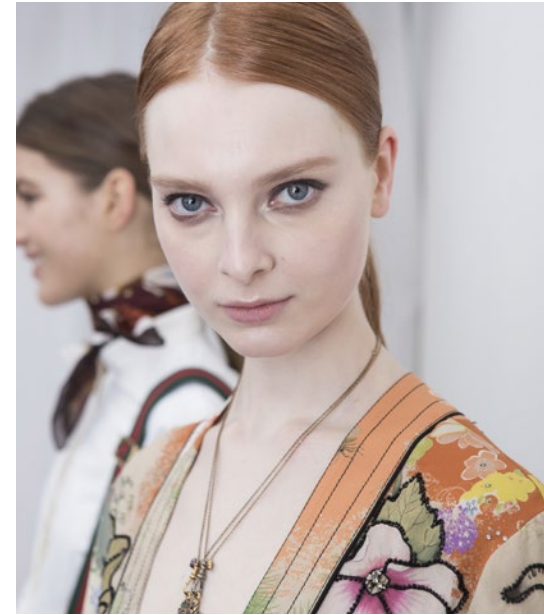
Buyer / Merchandiser

Marketing / Branding

Other (including Colour & R&D specialists)

wgsn.com

WGSN clients represent a vast range of industries - anyone who needs information and data to innovate in design.



Industries

FASHION

HOME

BEAUTY

HOSPITALITY

CPG & FMCG

LIFESTYLE BRANDS

AUTOMOTIVE

“Designing without WGSN is like being a surgeon without the best technology and the best medications, why would you?”

Francine Candiotti, Design Director, Fila

“WGSN is like the Bloomberg of the fashion industry, I will not plan our product or market to clients without it”

Andy Zhong, Director, Overseas Business Development, Prosperity Textiles

“With WGSN, real innovation is born”

Eduardo Boselo, Designer, Decortiles

84% say we save them money

93% say we've strongly influenced their sales

Over 9 in 10 say we give them back over a half-day of time each week

Over 8 in 10 say we've helped influence their best-sellers



What our clients say

wgsn.com

For expert commentary on your latest story,
or to find out more about WGSN's ventures,
email press@wgsn.com