



## **10 years of getting it right: WGSN celebrates a decade of creative intelligence**

**London, October 10, 2008.** WGSN, the global leader in style trend is celebrating its tenth anniversary today. To mark 10 years as the authoritative source of creative intelligence, WGSN has designed a special website to showcase their exceptional work over the past decade. The site can be found at [www.wgsn.com/10](http://www.wgsn.com/10)

The anniversary website is a mini version of the WGSN service, open to everyone, with specially created analysis such as the 10 most influential retailers, 10 students we spotted first, 10 trends that didn't make it and 10 business visionaries.

WGSN launched the world's first online trend forecasting service in 1998 and has built a global team of 200 experts, who deliver information, analysis and inspiration to the apparel, style, design and retail industries. It offers unrivalled breadth and depth of coverage, with industry experts with years of experience in their specialist areas including youth, catwalks, sportswear and interiors. The Think Tank reports provide unrivalled analysis of the business and economics of the industry.

With 36,000 users in 71 countries, most of the world's leading companies in the design, retail and technology sectors, innovators in art and design and manufacturers rely on the WGSN service as their authoritative source of research, information and inspiration.

Neil Bradford, CEO says “Our 10th Anniversary site showcases the incredible range of trends that WGSN has analysed and forecast in our history. The first ten years of WGSN has seen a small start-up grow into a world leader and change the shape of fashion forecasting via [www.wgsn.com](http://www.wgsn.com). We’re planning the next decade of even greater innovation to help our clients take full advantage of key style trends that shape consumers lives – what we call creative intelligence.”

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### **About WGSN – The global leader in style trend analysis**

WGSN (Worth Global Style Network) is an online subscription service that delivers information, analysis and inspiration to the apparel, style, design and retail industries. WGSN’s forward-looking trend analysis, real-time intelligence updated every hour and 10 year archive of reports and images provide information and inspiration for industries across the world. Our global team of

200 experts design, analyse, photograph and write about style, sourcing, distribution, consumer insight and the business of fashion. [www.wgsn.com](http://www.wgsn.com)

Clients include Adidas, BBC, Burberry, Bulgari, Coca Cola, Diesel, Dolce & Gabbana, Galeries Lafayette, Gap, General Motors, Ford, Harrods, H&M, L'Oreal, Leo Burnett, LG Electronics, Marks & Spencer, Puma, Sainsbury's, Samsung, Sony Ericsson, Wal Mart, Zara.