



## Decoding Youth at the World Retail Congress

*Join WGSN's session to find out what makes the youth zeitgeist  
and why 12 is the new 20*

**London, May 5<sup>th</sup> 2009.** WGSN, the world's leading fashion and style forecaster, is pleased to announce its session 'Decoding Youth' during the World Retail Congress in Barcelona (May 6<sup>th</sup>-8<sup>th</sup>). WGSN's Content Director Juliet Warkentin will host this session aimed to give sense of what the youth arena is about and to give retailers actionable ideas for the business.

The talk will be structured in three stages: First, Juliet will give a primer of the youth market and the implications for specific businesses. Secondly, four youth experts will join the stage for a panel discussion on how to tackle this market in different sectors. And last but not least, the panel will invite the audience for a Q&A session.

The four panellists include WGSN Managing Editor for Youth, Street and Sport Maria Janssen, who used to be Design Director for Nike; Adidas Sport Style Creative Director Torsten Hostetter, Topman Creative and Design Development Director Gordon Richardson and Sean Pilot de Chenecey, Director of Captain Crikey.

Juliet comments: "Finding a way to create product or develop a communications strategy for this group has always been tricky for those who are not 'Youth Natives'. For this market sector, more than many, understanding how and where trends are generated is the key to unlocking profit. This group hasn't been hit by the 'great depression' but their linear thinking model, where a trend trickles down directly from a taste-maker to the mainstream, means that product absolutely has to hit the zeitgeist."

To find out more about WGSN's youth market intelligence, trend-forecasting and particulars of this market right now, please join this session during the World Retail Congress on 8<sup>th</sup> May at 11am.

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**About WGSN – The global leader in fashion and style forecasting**

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. For more information, please see [www.wgsn.com](http://www.wgsn.com)