



Graduate Season: The key trends from London

London, June 18, 2009 WGSN, the world's leading fashion and style forecaster, has concluded its extensive coverage of British design graduates with its trends roundup following Graduate Fashion Week. WGSN has extensively analysed the graduate shows, a fundamental area for the trend-forecaster and its clients, and has a proven track record of spotting new design talent first (e.g. Mark Fast, Christopher Kane, Erdem, Louise Goldin, Zac Posen and Simone Shailes).

Maria Janssen, WGSN's Global Managing Editor for Youth, Street and Sport, says: "As we're going through a time of change in the industry, it is more important than ever to look forward. We keep a close eye on future talent and track the best students and most important trends emerging from the key colleges around the world for our clients".

Janssen's team has identified these key trends following the GFW presentations:

- **The new tassles** (as seen at Calum Harvey/Ravensbourne College, Sarah Burton/Manchester Metropolitan)
- **Laser-cutting** (as seen at Rosie Keating/Manchester Metropolitan, Shireen Erfani-Shomaly/University of East London)
- **Glitterati** (as seen at Yvonne Lau/University of Westminster, Jasmine Littlewood/Central Lancashire)
- **Decorative hardware** (as seen on Rio Maddison/Northumbria, Stephanie Moran/Epsom)
- **Citrus burst** (as seen on Leanne Wilding/Lancashire, Freia Groves/Northampton)
- **Ice-cream pales** (as seen on Mehmet Ali/Ravensbourne, Emily Earnshaw/Liverpool)

Future reports by WGSN during July will cover women's, men's, street as well as textile, knit and sports from the US, Asia and Europe. If you would like to find out more about the designers WGSN spotted first please visit:

<http://www.wgsn.com/10/movers-shakers/before-they-were-famous.html>

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About WGSN – The global leader in fashion and style forecasting

WGSN (Worth Global Style Network) delivers insight, analysis and inspiration to the apparel, style, design, technology and retail industries. WGSN's forward-looking trend analysis, real-time intelligence updated every hour and 10 year archive of reports combined with 4.8 million images provide unrivalled style forecasting and analysis which is why we can count all 500 of the Fortune 500 top apparel brands as customers as well as 18 of Business Week's 25 most valuable brands. Our unrivalled content is created by our global team of 200 experts who have more than 2000 years combined experience. Organisations that our team of experts have worked with include Escada, Julien Macdonald, Microsoft, Motorola, Nike, Nokia, Paul Smith, Topshop and Zara. For more information, please see www.wgsn.com . WGSN is part of EMAP limited's Insight and Data division: www.emap.com/insight