



WGSN joins forces to launch European Fashion Summit

London, 8th July 2009 WGSN (www.wgsn.com), the world's leading fashion and style forecaster, is joining forces with the UK's biggest fashion publication Drapers to help expand and develop the European Fashion Summit taking place in London on November 17th - 18th 2009.

Working together, they have already helped secure the backing of major fashion industry names such as **Alexandra Schulman**, Editor of British Vogue, **Harold Tillman**, Chairman of the British Fashion Council, **Mary Homer**, Managing Director of Topshop and **Hillary Alexander**, Fashion Director of the Daily Telegraph as members of the European Fashion Summit's Advisory Board. WGSN's Content Director, **Juliet Warkentin** is also a key member of the Board.

It can also be announced that one of the world's most respected designers, Diane von Furstenberg, has confirmed to speak at the European Fashion Summit. Also confirmed to speak is **Barbara Hulanicki**, founder of the iconic retailer from the 1960s and 70s, **Biba**. She continues to be a highly influential fashion figure and is currently working with Topshop to create an exclusive range.

Nearly 40 speakers are already confirmed for the The European Fashion Summit (www.fashionsummit.co.uk). The programme has been designed to focus on the issues most crucial to retailers, brands and designers including the latest style trends, the impact of online, buying and merchandising and consumer insights. Attendees will be able to benefit from a wide variety of formats such as workshops, panels, clinics and presentations interactive Q&A sessions, keynote interviews and trend catwalk, making the European Fashion Summit the must-attend event for the fashion and retail industry.

Juliet Warkentin WGSN's Content Director says "The 2009 Fashion Summit is going to be the best yet. As the industry faces a challenging economic environment, we've responded by addressing the topics that matter to everyone involved in the business of fashion. This year we've introduced some new interactive sessions that mean there is even more opportunity for delegates to get involved in the discussions and debates with the people who influence and inform the fashion world."

For further information about this event and to register please visit www.fashionsummit.co.uk

Ends

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WGSN defines and shapes winning style and design

With proven global authority WGSN identifies and analyses current and future trends, creating on-line tools that can be put into action to power their customers' commercial success. WGSN enables those who need to see, think, and act on consumers' evolving wants, needs and behaviours to create brilliant products and services.

Our vision is to be the indispensable and inspiring resource for every organisation large and small at the intersection of fashion, style and commerce, loved and advocated by our users.

For more information visit www.wgsn.com