

# WeAr SELECT DIGITAL WHERE THE TRADE FAIR COMES TO THE BUYERS

For over a decade, WeAr has been successfully uniting brands with the industry's finest. This magazine allows us to bring brands closer to buyers from all over the world, thus helping them compile a carefully chosen and effective brand portfolio.

Today everyone knows that professionals have to think globally, but buyers can't even come close to visiting and ticking off all the relevant trade shows and show rooms in their search for in-demand products with guaranteed returns.

It's time for a new approach.

In order to start sifting through the endless glut of data, we first have to distinguish between key and secondary information. Key information – the most important – can only be acquired and processed independently so that it can find its way into relevant stores throughout the globe either in printed or digital form. Buyers simply cannot explore thousands of brands across dozens of exhibitions, which organizers pack with labels to make them financially worthwhile. But it is equally impossible for professionals to flick through thousands of brands on digital platforms, where items are presented without any filter or specific relevance.

Faced with this challenge, WeAr has come up with an initial plan to put our solution into action: WeAr Select Digital – a digital roundup of our London exhibition that has received praise from leading buyers, particularly for its selected mix of brands and the innovative 'Key Items Only' concept.

This is precisely what separates us from all other trade fairs and platforms: we not only offer a wide selection (featuring entire collections), we also provide a short, concise and carefully crafted summary of a brand's essence while exclusively focusing on the premium segment.

This allows buyers, wherever they may be in the world, to instantly discover brand new labels or true innovations amongst existing brands.

Of course, our aim isn't to make showrooms and exhibitions obsolete: we want to provide an intelligent supplementary platform and stimulate global interest. This isn't about direct orders (which is the second stage of the process); this is purely about brand awareness. Once the all-important basic info is available, all subsequent details, including the ordering procedure, can be easily accessed.

As our valued reader, we would like to offer you a first glimpse at a trial version of WeAr Select Digital.

**Visit [www.wearglobalnetwork.com/wearselect](http://www.wearglobalnetwork.com/wearselect) and enter the following code to access the platform: WS12016.**

This platform will be continuously improved and expanded, providing global visitors with a selection of the most interesting items found by our team in over 50 countries. As far as we know, no one visits more fashion shows internationally than we do. We offer access to our insider knowledge, saving you countless air miles and time so that when it comes to optimally compiling your portfolio, you need only concentrate on key exhibitions and a handful of carefully chosen showrooms.

We would be delighted to receive your feedback. This platform is for us to build together; only in partnership can we improve our industry in the long term and, offer you, dear reader, an even more effective service.

Enjoy exploring our new digital platform and happy ordering.

Yours sincerely,  
Klaus Vogel  
Editor and publisher