

# BUYER VOICES

## TRENDS, FASHION EVENTS AND THE MEDIA

WeAr has asked retailers across the globe to give us their view on different topics that move the industry. Here are three key questions: 1. What A/W 2016 trend will be the most sellable? 2. Are fashion events still relevant for you? 3. Does the media – especially online – play a role in your buying decisions?



### MOMOYO ANDO

WOMENSWEAR BUYER, LA KAGU, TOKYO, JAPAN

Fashion events and trade shows are important to me. I attend the catwalk shows of major brands, **Tranoï** and **Première Vision**, to name a few. I also visit showrooms: a lot of interesting items make it neither to the catwalk show nor to the trade show booth, so this is the only way to see them. I read fashion magazines, but, as there is always a time lag, I also check collection reports on Senken Shimbun or Pinterest for buying decisions.

### WALID ZAAZAA

MANIFESTO, SINGAPORE

I have seen a comeback of technical fabrics inspired by active sportswear and mixed with more fashion-forward materials (Gore-Tex and boiled wool, nylon with leather). It's a very strong trend but also very commercial. I tend to avoid fashion shows nowadays – it is too much of a PR event and of an Instagram mess! People don't really care about what the designers present, they are just there to be photographed and I guess they feel more important this way. I prefer to go to presentations in showrooms to see the products and talk about business. The media play a huge role for me: it is also now important to buy according to what happens online. A lot of our customers 'follow' some of the brands we carry, and sometimes they know what their favorite labels are doing even before the retailers catch up. Today the customers see the products almost at the same time as the buyers: this is pushing retailers to be sharper in their selections.



### ROXANNE CHEN

WOMENSWEAR BUYER, ONE FIFTEEN,  
TAIPEI, TAIWAN

Interesting knitwear has been the highlight of A/W 2016 collections for me. I attend most of the key events in Europe – London, Paris and sometimes Milan.