

Dear Reader,

This is the 50th issue of WeAr. We know most of you collect our magazines, so we wanted to make this edition special for you. We hope you enjoy reading the best picks from our 50 issues, as well as the reports this issue contains as usual.

I would like to take this opportunity to thank you, dear readers and friends, for your loyalty; and our numerous advertisers for their support. A big "thank you" goes also to our extremely knowledgeable and motivated team around the world. Without all of you, WeAr would not have been possible.

When we started 13 years ago, no professional publisher gave us a chance to survive. The costs involved in producing WeAr in eight languages, distributing it to over 50 countries and keeping its very high artistic quality is tremendous. We have always believed in quality, and it took us years to reach profitability. Today, we hold a unique position thanks to our courage and continual investment and we are at the forefront of our industry.

The same applies to stores and brands: the times to make a quick buck are over. In today's situation, it's all about vision, professionalism, investment and long-term thinking. To say that fashion is no longer working, that the "climate" is bad, that vertical retailers such as H&M, Primark, etc. are killing the business, is wrong. There are numerous examples in retail and industry that prove the opposite. Mr. Ortega, of Zara, etc., was briefly the world's richest man. L.A.-based American Rag is successful in Asia and is doing better now than ever.

The internet provides lots of opportunities, but a solid offline base is still key to getting the job done. Why else would e-tailers like Amazon be thinking about opening bricks-and-mortar stores now? Without their great physical shops, online success stories like MyTheresa or LuisaViaRoma would not have been possible. The same applies to brands. They must compensate for their ever-decreasing customer base in established markets with new customers on a global level, through both digital and offline channels. Giving up on multi-label retailers and counting solely on monobrand or online stores has killed lots of brands in the past and will continue to do so. A well-balanced, global omnichannel concept is the best way for brands to master the challenges of the future.

We had the vision, 50 issues ago, of the world getting smaller and buying and selling globally becoming a must. We pioneered the necessity to sell and buy in global markets with one single publication. WeAr followed technical developments and is available today online and on DVD, as well as in print. Our web platform www.wearglobalnetwork.com provides daily information on fashion across the world. WeAr Select Digital became a respected online platform to connect innovative young brands with global buyers. Mediums are changing, but quality information remains key. Fashionistas value a well-made coffee-table book like WeAr, which they can touch and enjoy, even more in our ever-accelerating times.

Enjoy reading and please send me your comments so we can learn and improve.

Thanks again to all of you,

Klaus Vogel and Team