

## Dear Reader,

This is the last issue of 2017, a year of great political turbulence and uncertainty, but also of hope. It has shown us, among other things, that a new, radically different generation has finally emerged. These young people have very strong ideas about what's right and are prepared to express their thoughts loudly and clearly. They are genuinely concerned about social justice and sustainability. They don't settle for anything that is out of line with their vision, and when they find someone or something that speaks their language – a rare occurrence – they are fiercely supportive and loyal.

As a consumer group, these people arguably require more understanding and relationship building than any other recent generation; but once a relationship is there, it is solid.

This is also the last issue of the S/S 18 buying season, so we have done our best both to summarize what to look out for in your last S/S 18 buying trips (in our Menswear and Womenswear Trend and Shopping List sections) and to prepare you for the following A/W 18-19 and S/S 19 seasons (in the macro trend forecast by WGSN, the color forecast by readymade, and our Denim Report). In our new Events section, we have outlined the key happenings in fashion capitals that are worth attending. As usual, our Lookbook section contains the most exciting styles that our international editorial team has cherry-picked at trade shows around the world to help you to keep abreast of emerging names across the continents.

Despite worrying news from the fashion retail front – big department store chains that until recently seemed invincible are closing some or all of their doors; cult names are going into administration – there are positive developments, too, albeit less widely reported. Thus, according to a recent article by Edited, an international retail analyst, a growing number of retailers are cutting back on discounts and increasing full-price sell-outs: this includes Neiman Marcus, Saks Fifth Avenue, Ralph Lauren and H&M. Our aim is to help you to do the same by employing both novel buying and selling strategies and building more robust relationships with your customers. Our Reports section offers several useful ideas and tips.

Times of change and uncertainty are times of opportunity and new possibilities. The decline of shopping malls is yet another sign that the end consumers' priorities are currently shifting from mass consumption to highly selective buying. Consumer demand for unique items that have been sustainably sourced, are eco-friendly and/or are sold in support of a charity is on the rise and will continue growing as the aforementioned new generation gains more buying power. The same goes for items of high quality and lasting style.

The fashion industry is worth 3 trillion USD. To put it into context, the ethical fashion market amounts to 25 billion USD. We are definitely still buying clothes, and we are doing it more and more thoughtfully.

And we are still doing it in brick-and-mortar stores. Location is still key, as is an inviting retail space that offers an experience. Shopping should be an adventure, a pleasure, a journey. Our Storebook section aims to provide some fresh store design inspiration.

We hope you have a productive rest of the year and great sell-throughs during the Christmas season. We will continue reporting from around the world on our web platform [www.wearglobalnetwork.com](http://www.wearglobalnetwork.com) and are always eager to listen to your concerns or suggestions, so please do get in touch.

As always, we wish you every success with your business.

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Editors