

Dear Reader,

2018 is in full swing. To facilitate your buying decisions, we have dedicated this issue to bestsellers. As online and fast fashion offerings continue to multiply, it is now more crucial than ever to navigate them in an intelligent and discerning, yet bold and fearless, way.

We have asked showrooms, trade shows, retailers and brands to share their bestsellers in order to point you in the right direction. Our Color Report will unveil the color that always sells.

Some of the bestselling pieces are not necessarily the most exciting ones, but it is the mix of the outlandish and the classic that makes an outfit complete – and it is an entire outfit that you want your customer to buy, not individual pieces. Our App-date section will provide some examples of how technology can help with this: our team has visited global tech conferences to bring you the latest developments in the sector.

Make the most of product innovations and marketing efforts that some of your more established brands are investing in. From high-tech fabrics and sustainable production cycles to innovative marketing campaigns, be sure to capitalize on everything that your customer may appreciate. But don't forget that there is a sea of emerging talent out there with creativity and vision that can be profitable for the future if nurtured correctly. Our Next Generation and Labels to Watch sections will give you some hints.

By supporting fresh names, a retailer becomes akin to an art collector who trusts his or her instinct enough to invest in a creative who might be unknown today but is capable of transforming the whole industry tomorrow. Foster young designers; should they grow to be successful, you will have made a name for your store as a go-to destination for tomorrow's talents and trends.

Sometimes the slightest tweaks in the store's interior can significantly alter the energy of the space and increase customer engagement. Check out our Retail Innovations and Storebook sections for store design ideas from around the world.

Be inspired by the numerous brands, colors and designs in our Lookbook – maybe you will instantly find that future bestseller you need. We have scouted leading showrooms and trade shows to bring them to you, so you don't have to have eyes everywhere.

As always, we are most happy to help – either through our VIP Buyers Club (please apply to gain access) or by email: sv@wear-magazine.com.

Enjoy reading and, as always, we wish you every success,

Shamin Vogel and Jana Melkumova-Reynolds
Editors