

WeAr – TESTIMONIALS



RON HERMAN

FOUNDER RON HERMAN
STORES, USA AND JAPAN

WeAr Global Magazine is visually stunning, extraordinarily focused and extremely informative. The three subjects that matter most to me are presented in depth... the people, the products, and the stores. I have been a subscriber since the launch and will continue to be because WeAr Magazine is r-e-l-e-v-a-n-t!



ANDREA PANCONESI

OWNER, LUISA VIA ROMA
CONCEPT STORE, FLORENCE

Minimalism at its finest, the magazine conveys the expression of design in its purest form. I love it!



EVELYN HAMMERSTRÖM

OWNER, JADES STORE,
DÜSSELDORF

For me, WeAr Magazine is my first choice and best source for all things fashion and art. Quality meets lifestyle and know-how on the highest level – I love your work! Keep on WeAring, keep on rocking and all the best for the next decade!



ANNE MARIA JAGDFELD

FOUNDER, FORMER
DEPARTMENTSTORE STORE
QUARTIER 206, BERLIN

To the Magazine WeAr and its publisher Klaus Vogel: best wishes on your 10th birthday! For those of us in the high-end retail sector, the magazine has been an indispensable companion – in both a professional and innovative sense – over the years. Above all, we love your trend reports and the magazine's global view of developments in the fashion world.



LAURE HERIARD DUBREUIL

CEO AND FOUNDER,
THE WEBSTER MIAMI

The WeAr team has the best taste, The Webster won their Best Retail Award, and I think it is an excellent choice! But regardless, I truly think they find a great balance between art, fashion, and lifestyle in a very cool way. I would WeAr it all the time if I could.



ROBERTA VALENTINI

OWNER OF PENELOPE STORE,
BRESCIA, ITALY

What I like best about WeAr is when you're publishing photos of store



ARMAND HADIDA

FOUNDER, TRANOI TRADE
SHOWS AND L'ECLAIREUR
CONCEPT STORE, PARIS

What I like the most about WeAr Magazine is the view the camera has. Indeed, you have a very particular signature, an identity. It's a way of focusing on things, on small as on great things. It is a generalist magazine that speaks at an international level. For me it's an excellent source of information and data, which is thus an excellent tool for my work.



KLAUS RITZENHOEFER, DANIEL RIEDO

FOUNDER AND OWNER
APROPOS

THE CONCEPT STORE

WeAr Magazine has been a loyal partner for many years. As a luxury retailer we highly appreciate the detailed and subtly edited trend-previews. In our opinion WeAr-Magazine is one of the most important trade-press titles in fashion business.



ROSY BIFFI

OWNER OF BANNER AND BIFFI
STORES, MILAN, ITALY

Browsing WeAr is a real pleasure. So, handle with care. Because it is different from any other fashion magazine. I love the layout, the graphics, the images, and most of all, the aim. Wishing you all continued success.



KOKI MINE

GENERAL MANAGER,
RON HERMAN JAPAN

Congratulations on your 10th anniversary. I always have WeAr in my hand. The experience is not just about reading it through; it also goes deeper for me. Whenever I am at the point where I have no ideas, I take WeAr magazine and turn the pages. Beautiful clothes and wonderful designs appear there, which I take for inspirations and store in my heart. It's like walking through an exhibition of good art. WeAr always leaves something deep inside of me. When I set up the Ron Herman shop in Japan, I turned the pages of WeAr countless times. WeAr has been and always will be a special input for me, so that other people may enjoy my creative output.

COLETTE

FORMER CONCEPT STORE

WeAr and Colette have been working closely together for 10 years and we are very happy to be part of their adventure. We have had the chance and pleasure to receive the Best Retail Award twice from them and we deeply hope we will continue to work together in the near future. Happy Birthday to you and well done for everything!

LORENZO HADAR

FOUNDER H. LORENZO
STORES, LOS ANGELES

The content is always nice and the quality of the magazine always looks current and luxurious.

VANESSA BONNEFOUX

FASHION BUYER AT MERCI
CONCEPT STORE,

At Merci, we always try to invent a personal way to display our collection in accordance with Merci's original positioning. But we always look with a lot of respect to what other retail innovators are trying in the world. For that kind of information, the magazine WeAr is certainly one of the most inspiring.

JUDD CRANE

DIRECTOR OF WOMENSWEAR,
SELFRIDGES DEPARTMENT
STORES

What do you mean you haven't read the latest issue of WeAr?

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JOE LOGGIA

FORMER-CEO, ADVANSTAR
GLOBAL

Congratulations to WeAr on 10 years of informing and advancing the fashion industry. Your innovative visual design and concise approach to fashion news and trend coverage has changed the way your worldwide readers receive the most current trends in contemporary fashions.



KARL-HEINZ MÜLLER

OWNER, 14 OZ

First of all, I honor Klaus' professional dedication to our industry. WeAr is always ahead of its time and manages to constantly provide buyers with valuable impulses and insights. Personally, I particularly love the Store Book where WeAr introduces inspiring shop concepts. I wish WeAr all the best and many more years to come!



MASSIMILIANO BIZZI

FOUNDER OF WHITE MILANO
TRADE SHOW

Congratulations to WeAr on its ten year career: a magazine that is always able to throw a spotlight on new and interesting topics in contemporary fashion and to share culture on an international level.



JOS VAN TILBURG

CEO, G-STAR

The unique and appealing visual language of WeAr almost makes you forget you're catching up on industry insights, trends, and business news.



ADRIANO GOLDSCHMIED

FOUNDER,
GOLDSIGN

The best thing about WeAr is definitely Behind a success story in any field there is a talent and a vision that is different from the others. This is the case for Klaus and WeAr. He has been able to bring his long experience and mix it with a great sense of innovation and a precise new aesthetic. WeAr has been anticipating the need for being global and, along with lifestyle, it has focused centrally on the product and the design. I have shared the passion for fashion and design with Klaus and WeAr all these years and most importantly, we have become friends.



CLETO SAGRIPANTI

PRESIDENT OF THEMICAM
TRADE SHOW

WeAr Global is a magazine translated into 8 languages and distributed in 50 countries, and this makes it one of a kind. We particularly appreciate the fact that it regularly features Italian brands, as well as the style with which shoes are selected and presented, skillfully highlighting Italian-made products. Thanks and best wishes to WeAr!



RENZO BRAGLIA

OWNER, BRAMA GROUP,
MULTIPLE LOCATIONS

It is always a pleasure to browse WeAr magazine, whether to read success stories or look at inspiring images and stay updated about fashion trends. It is not only about fashion but also about art in general. Reading WeAr gives me a lot of ideas and suggestions for thinking out of the box about my work, my showrooms across Europe and my attitude towards new technologies and innovations in the fast-moving fashion world. Happy Birthday WeAr magazine!



VICENTE CASTELLANO

MANAGING DIRECTOR,
HACKETT LONDON

I value the ability of WeAr to help create a must have brand by getting it in front of the key influencers.



ANITA TILLMANN

MANAGING DIRECTOR,
PREMIUM EXHIBITIONS

... because I love the name and I cherish the publisher!



JOHN ROCHA

CBE

Happy 10th birthday, WeAr Global! You've always been the best at portraying fashion as art. A progressive, forward thinking trade magazine shot with a clever, creative layout of the latest trends globally. I am proud to have been included over the last 10 years. Happy 10th anniversary, WeAr.



RAFFAELLO NAPOLEONE

CEO PITTI IMMAGINE
TRADE SHOWS

There is a lot in common between Pitti and WeAr: it's a language made of trends, business, players, and lifestyle. And all these things in a big, super format: like the projects that we like to do. So Happy Birthday, WeAr!



SAM BEN-AVRAHAM

OWNER ATRIUM STORE AND
LIBERTY TRADE SHOW

It surprises me that no other trade publication before or after WeAr Magazine has even come close to creating something as visually stunning. It's the only one that doesn't make its way to my trash can.

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HENNING KORB

CREATIVE DIRECTOR,
APROPOS CONCEPT STORE,
GERMANY

Congratulations on the 50th issue of WeAr magazine. Consistency is so rare to find in a fast-moving and ever-changing industry. WeAr has always been inspirational to us – upcoming trends from a global perspective, new ways and ideas of offering something special and unique proves modernity and agility. By giving relevant insights and creative ideas WeAr magazine has set impulses for international retailers and the fashion industry. It is always a pleasure and a great excitement to turn those pages. We are proud to be part of it and wish you all the best for the next 50 issues and more. Happy anniversary!



ALEN ENUMBA

BUYER, AU PONT ROUGE,
RUSSIA

Fashion, art, design and lifestyle make our life beautiful. WeAr is the perfect place to see it all at once. Happy anniversary! Grow bigger, be inspired...



YUJI YAMAZAKI

DIRECTOR, INTERNATIONAL
GALLERY BEAMS, JAPAN

My first impression is the cover. WeAr's dedication to fashion content while continuing to present art on its cover is something new. Its method of expression combined with its focus on trends is unique, and editorial strength is seen in the well-selected clothing arranged by style, color, material and trends. The presentation of seasonal retail is timely, and we can relate to the contemporary themes tackled by the magazine. "Art + contemporary fashion" is our retail theme too, and our store has exactly the same worldview as WeAr. I have high hopes for WeAr as a global medium that expresses fashion luxuriously and creatively. Congratulations on your 50th edition!



ALEXANDRE FURTADO

OWNER, DAMAGE PLAYGROUND,
THE NETHERLANDS

WeAr magazine is SpottieOttieDopalicious, you know, that song by Outkast. As I flip through the pages in slow motion all I can think of is damn, damn, damn.



ROBERT DODD

FOUNDER, ROBERT DODD
SHOWROOM, FRANCE

WeAr magazine is a real trendsetter for us. [If a brand is featured in it, it is] confirmation that the brand is recognized and cool. We have collaborated several times in the past, with some great shoots coming out of it: in the early days, when street culture and skating were all the rage, we featured Aem'Kei and premium and authentic denim brands such as 7 For All Mankind, Rogan NYC, etc., as they hit the market from early 2003 onwards. Today, [we are collaborating] with the new outerwear products that are driving sales. I have good memories of walking around Premium or Bread and Butter in Berlin with your magazine in one hand and a large beer in the other... Not sure which was heavier! I wish you all a happy 50th anniversary and many more successful years to come. Thank you for everything!



GU QING

FOUNDER, WOLEE, CHINA

First all, happy 50th anniversary! WeAr is always my best source on what's new in the fashion world, and I love the concept that combines fashion, art, people, etc. It's simply the best, well done!



LARS BRAUN

FOUNDER, BRAUN HAMBURG,
GERMANY

Congratulations on your 50th edition. With every issue you give us an idea of what is going on in the industry and what we might be missing out on. Please continue to be as inspiring, fresh, up-to-date and young, and please retain your critical mind. This is all the more important as fashion seems to be getting a little boring and the industry might be adapting a certain copy-and-paste attitude. Thank you so much for all your work in the past and all the best for the future.



TIZIANA FAUSTI

OWNER, TIZIANA FAUSTI,
ITALY

I consider WeAr Global Magazine a valuable voice in luxury fashion and the latest trends, interpreting contemporary lifestyle with a vanguard vision. I also appreciate the sensible and skilled focus on art. With its captivating covers and editorial graphics it is an inspiring guide for buyers, customers and all the fashion business. Surely a must-read magazine



ALFREDO CANDUCCI

PAIS FERREIRA
SALES AND BUSINESS
DEVELOPMENT DIRECTOR,
TOMORROW LTD.,
MULTIPLE LOCATIONS

WeAr Global Magazine is the perfect combination of art and fashion. It is an inspiring platform to refer to in order to stay informed about the latest trends and gain a deeper insight into the industry. It raises awareness of the different facets that build the perception of the fashion industry where art and fashion come together as one. It is always a pleasure to read WeAr Global Magazine, as its images are always interesting and unique, creating a major focus on the product itself rather than the description of it.



IVAN CHAN

CEO, DUIER, CHINA

Congratulations to WeAr magazine on the 50th issue! This is a milestone and achievement for an international fashion publication! I really look forward to continuing Duier's cooperation with WeAr in the Far Eastern markets.

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KRISTINE LOGEMANN
PEEK & CLOPPENBURG,
GERMANY

From industry talks to shops to runway and trend reports – WeAr does a fantastic job and is a source of both information and inspiration at the same time. An all-round perfect fusion of fashion, design and art: the ideal way to while away the time. Thank you for letting us be part of your journey. In this sense, we wish the whole WeAr team huge congratulations on the 50th edition – and we look forward to many more. Thank you for 50 glorious issues!



CONNY STÖCKL
MARKETING MANAGER FOR
GERMANY AND AUSTRIA,
LACOSTE FOOTWEAR

WeAr brings together what belongs together: exciting brands that make a difference, a selection of new styles and trends, an exciting mix of well-known and unknown retailers. WeAr is authentic, speaks its own language and has a strong identity – valuable features in a constantly changing market!



HOLGER BLECKER
CHIEF MERCHANDISING
OFFICER, BREUNINGER,
GERMANY

For some years now, we have been associated with WeAr Global Magazine and appreciate the extensive expertise of the editorial staff in the areas of fashion and retail. In 2012, we were awarded the 'Best Fashion Retailer in the World' award. Receiving such recognition from an internationally renowned magazine and its readership is very special and has strengthened us in our long-standing philosophy of inspiring customers and visitors with innovative and courageous concepts. We cordially congratulate the makers of WeAr Global Magazine on the 50th issue and wish them continued visionary and contentious topics.



FILIPPO ANZALONE
OWNER, BJORK, ITALY

With its appealing and contemporary visual language WeAr magazine is definitely one of the best magazines for trend coverage, industry insights, and business news. I personally love how they complement interesting articles about the three fundamental factors in fashion: People-Products-Stores. Congratulations on your 50th issue!



ANITA BARR
GROUP FASHION DIRECTOR,
HARVEY NICHOLS,
UNITED KINGDOM

Happy 50th anniversary WeAr! It has been a privilege to work with such an innovative and forward thinking title and we're grateful for the support for our brand; WeAr is a fantastic platform that is so well regarded throughout the industry, congratulations on this milestone.



ELKE-CECILIA RIEHL
PURCHASING DIRECTOR/DOB,
LODENFREY AND OFF&CO,
GERMANY

I am one for getting rid of printed paper. I only get one publication on a regular basis that I hold on to and constantly refer to: WeAr Global Magazine. Your magazine embodies art, fashion and the art of cool, a wonderful combination and superbly produced. Stay curious! All the best!



MARK WERTS
FOUNDER AND CEO,
AMERICAN RAG, USA

WeAr has, unquestionably, the best fashion photos of any fashion magazine I know. I find the artisan and soulful presentation refreshing in this hyper sleek world...WeAr is stylish rather than trendy and stands head and shoulders above the vast majority of fashion publications from any country. BRAVO!

WeAr is the best fashion magazine on planet Earth bar none.....Period. This is a fact.



YOJI KAWAGUCHI
MANAGER FOR COSMETICS
AND FASHION ACCESSORIES,
ISETAN MITSUKOSHI, JAPAN

As a department store, Isetan Mitsukoshi aims to be one of the world's greatest fashion museums. I believe WeAr has the same spirit and passion for fashion as us, so we hope we will encourage and inspire each other for years to come.



AI OGISO
SHOES BUYER, ISETAN
MITSUKOSHI, JAPAN

Congratulations on your 50th issue! Looking back on your outstanding work and achievements, I recognize that your one-of-a-kind perspective gives me fresh ideas for my buying and inspires me. We at Isetan Mitsukoshi sincerely hope we can continue our collaboration with WeAr in future.



AARON DELGUZZO
OWNER/ CHIEF BUYER,
LIKELIHOOD, USA

Wow! Happy Birthday WeAr! We can't imagine our buying without you. We love WeAr magazine because you inspire us, the large photos ensure we can see materials up close, which helps us understand designs and, most of all, trends. We cherish and value our ongoing relationship and how you connect us to buyers, designers and all-round fashion geeks throughout the world. Happy Birthday to you!

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TOMMASO PECCHIOLI

OWNER, GERARD LOFT, ITALY
WeAr has always been a point of reference for companies, retailers and clients in the fashion industry, useful not only for trends in accessories and clothing but also for the latest styles in terms of furniture, installations and the interior design of shops around the world, which makes this magazine a real must. Your capacity to get both producers and retailers involved and let them express concepts and ideas is inspiring and useful, as is your amazing ability to mix art and fashion, often reflected in magazine covers, which cumulatively are a contemporary art exhibition.

It's hard to mention only one favorite thing about WeAr Global Magazine because I think that everything about it is outstanding and very well assembled: size, layout, editorial, and distribution. But the thing that fascinates me most is surely the perfect fusion of art and fashion that is clear in wonderful avant-garde covers, without ever being trivial; thus remaining the point of reference not only for us who work in the industry but also for an audience that invests in the field of art and design in general.



ALESSANDRO BALDI

OWNER OF BLOCK 60 STORE,
RICCIONE, ITALY

Why WeAr Magazine? Because it is an innovative window to the fashion world: its images, its pulse, and colors, where information works together with creativity. It's a tangible sensation, all eyes search for new inspiration.



JOHN RICHMOND DESIGNER/CEO, JOHN RICHMOND

WeAr is always at the cutting edge of what's going on. Their commitment to researching thoroughly both established and up-and-coming brands shines through in every issue. Always giving informative, considered and objective views on what is coming up, the simple, beautiful design of the magazine makes it a pleasure to read and keep.



DUNIA GRONINA

OWNER, LIVESHOWROOM,
RUSSIA

Dearest WeAr! Thank you for existing! For looking right into me from a random table in a random showroom several years ago and staying in my heart ever since. You have been an inspiration, a point of reference, a starting point for research, a source of as many questions as answers. I wish you many more issues full of challenges and victories. Thank you for never failing to trigger my interest.



POLAT UYAL CMO (CHIEF MERCHANDISING OFFICER)

I regularly read WeAr magazine, it allows me to reach to the latest and interesting information about fashion retail on a global scale. With its researches, to the point news and trend reports i consider it as an important guide and reference for our industry.



GALLERIA

DEPARTMENT STORE
KOREA

Congratulations on the 50th volume of WeAr Magazine! Galleria deeply appreciates your fascinating visuals and sensible perspectives toward global fashion trends. We believe the history of WeAr magazine is a kind of a fashion textbook that reflects an evolutionary process of global fashion retail. Galleria will always support your innovative and inspirational work. Congratulations once again!



NATALIE KINGHAM BUYING DIRECTOR, MATCHES, UNITED KINGDOM

Happy Birthday to WeAr Global! We hope the future years are just as creative, innovative and inspiring!



JOHN FRIERSON

PRESIDENT FRED SEGAL

"WeAr gives me a global perspective on what's next in retail, which is super important for us as we open stores around the world. At Fred Segal, we feature new brands and, of course, experiential and event-driven retail moments. WeAr allows me to see new things and stay in touch with a much broader range of retailer and brand experiences."



KASPER BRANDI PETERSEN FOUNDER, THE CLOAKROOM AND LABFRESH, SWEDEN

WeAr magazine is an overwhelming feast of visual and emotional impressions. As a source of inspiration WeAr magazine sets the bar high, and I am impressed with their ability to dig up beautiful and innovative concepts from all corners of our globe.