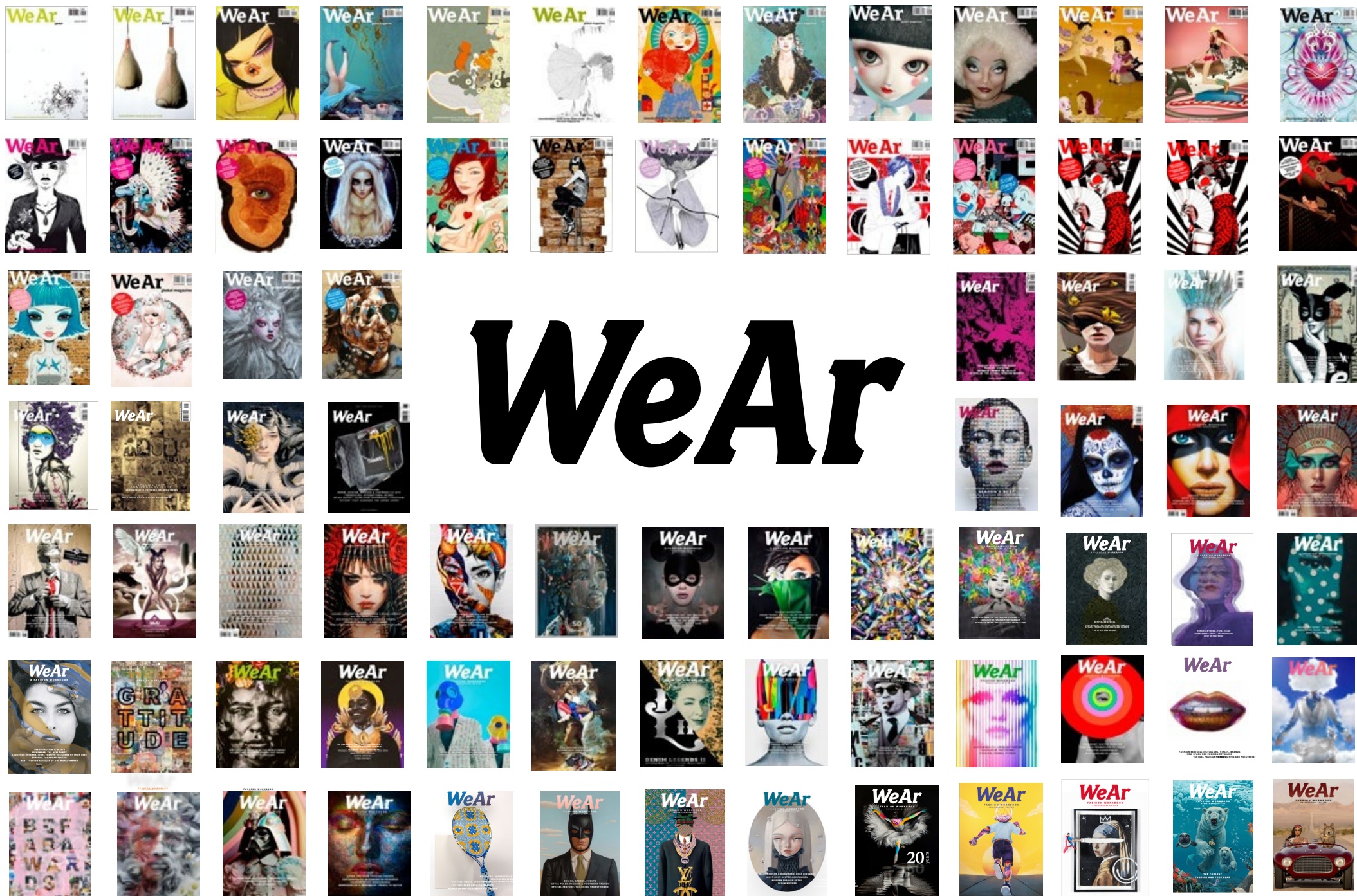




A LEADING GLOBAL B2B FASHION & FOOTWEAR MAGAZINE

Fashion and Footwear • Sportswear meets Couture • Fashion meets Art

Global reach

50+

countries
Bridging the **U.S.**
and **Asia** with
Europe

Audience



Fashion and Footwear
**Buyers Fashion
Professionals,
Influencers &
Aficionados**

Connecting since

20 YEARS

the fashion and footwear
industry from supply chain
to retail



High-end **print** and
digital presence

Languages

8

English, German,
French, Italian,
Spanish, Mandarin,
Russian, Japanese
all independent editions

Schedule

4

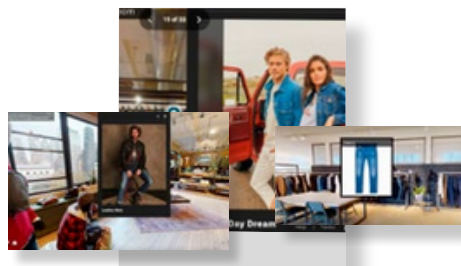
times a year with
the fashion
season: **January,
March, June,
September**

looking for more targeted options? no problem - read on:

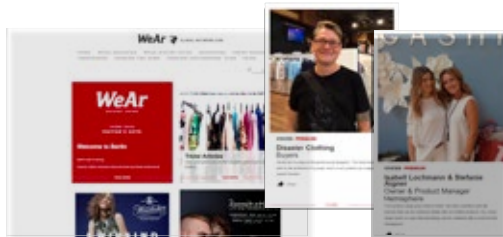
WeAr DENIM



WeAr DIGISHOWS



WeAr Buyers Guide



WeAr MEDIA GROUP

WeAr Global Magazine



WeAr ACADEMY



WeAr Showrooms DACH



WeAr Showrooms PARIS



WeArGLOBALNETWORK.COM



ABOUT WeAr

WeAr was founded in 2004. It is published 4 times a year digitally and in print in 8 languages (**ENGLISH, GERMAN, FRENCH, ITALIAN, SPANISH, RUSSIAN, JAPANESE AND MANDARIN**). It is a symbiosis of the best in art and fashion and inspires leading fashion buyers, influencers, trendsetters and decision-makers in fashion, art and footwear globally.

WeAr's USP is to present relevant brands, trends, new designer and store concepts to global leading department, retail and online stores such as Selfridges, Breuninger, Zalando, 10 Corso Como, Fred Segal, Farfetch, Nordstrom, Lane Crawford, Galeries Lafayette, Harvey Nichols, Matches, Antonioli or Saks. With the information that WeAr delivers to this target group, profit can be increased, image lifted and buying decisions made simpler and confirmed.

WeAr is, however, not a trade magazine in the traditional sense, but much rather a collected coffee-table book, which conveys through high-quality images and extensive information, the feeling that one can even touch the product, or walk through the world's best stores. For precisely this reason even end-consumers, influencers and celebrities with a superior interest in fashion and footwear buy WeAr.

WeAr stands for quality and a very close contact to key players of the industry from brands, over retailers to influencers.

EDITORIAL CONTENT

Contemporary fashion meets couture

WeAr expertly delivers high-end visual information and short precise trend articles as well as business related reports. WeAr Global Magazine presents readers with the most interesting collections, stores and retail market news worldwide. WeAr Global Magazine is a quarterly magazine and is printed in a digital and print edition globally four times a year.

Editorial content includes fashion, footwear and luxury accessories from the premium, high-end and exclusive fashion sector. WeAr's Global Magazine editorial mainstay: being a guide for buyers on how to improve their business this includes: shop and trend reports from major cities, relevant showrooms and trade fairs around the world, supplemented with news, digital reports, research, contacts, interviews, business talk and insider tips. Focused on the very best in fashion and retail worldwide.

WHAT WeAr COVERS

1. Selected premium mens-, womens-, footwear- and accessory collections from around the world.
2. Lookbooks, runway photos and the latest from the most important fairs and showrooms globally
3. Leading reports on sustainability: innovations, trends, brands, stores, companies, ingredients, people.
4. Relevant stores, showrooms, display windows, trade shows, interior furnishing, product representation.
5. Photos of global collections and trends.
6. Reports on how to improve business for brands and the fashion retail sector.
7. Fabrics and fabric innovations, fibers and fashion ingredients.
8. Reports on digital trends and innovations in the fashion industry: latest software, apps, people, store trends, tech-needs, technology and fabrics.
9. Art - some of the best pop-, street-, and contemporary artists related to the fashion culture.

WeAr GLOBAL MAGAZINE PRINT

WeAr is a leading global fashion B2B magazine, published in 8 independent languages (English, Mandarin, Japanese, German, Russian, French, Italian, Spanish). WeAr is published in print and digital. It is distributed to over 50 countries. Its primary readers are retailers, brands, designers, agents, and decision-makers of the industry. Its global editorial team primarily focusses on aiding fashion buyers and designers and facilitating their jobs, helping them to make money. As such it scouts the most interesting brands to stock, trends to follow as well as which fashion stores internationally are the most interesting and creative ones. Its focus is on sportswear meets couture, meaning there is a range of interesting established and up-and-coming men's and women's fashion brands included in each issue. The reports published focus on helping fashion retailers improve their business and show the latest technology to be implemented in the industry,

as well as show a range of trends that facilitate retailers, brands and designers to be up-to-date in this fast evolving industry. WeAr bridges digital and print and frequently implements QR codes within its issues which link to articles on its Internet platform www.wearglobalnetwork.com or directly to brand resources.

WeAr GLOBAL MAGAZINE DIGITAL

Aside printed, WeAr is also available as a digital version in all its 8 independent languages. There will be a separate issue for each language in print and digital. These digital versions include the same content as the print version and advertisers sometimes even implement their campaign videos into it. To facilitate multi-gadget usage, it is delivered in a high- and low-quality PDF format so one can easily store it in the cloud or read it on any smartphone, tablet or desktop. Through numerous partnerships WeAr's digital edition today reaches a broad coverage of the global fashion market.

WeAr DENIM

WeAr celebrates the most interesting in denim, sustainability and innovations in fabrics with a biannual supplement to its global flagship 'WeAr global magazine'. WeAr Denim caters to the denim community in its entirety: sourcing, fabrics, yarns, washing, finishings, brands and the relevant retailers. It will report about latest innovations, sustainable technologies and connects the important players and innovators. While WeAr Global Magazine strives to perfectly curate and visually stage the finished products, WeAr Denim deals with the entire preliminary stage from the denim & casual sector. The aim is not only to describe fabrics and innovations verbally, but to illustrate them visually. WeAr Denim is available digitally to download free of charge from here and will be distributed in print together with WeAr's English edition as well as at important denim related events.

It is further supported by a monthly newsletter: WeAr Denim Bleuws. Its main editorial content is to support the denim community as well as giving its updates.

WeAr Showrooms DACH & PARIS

Showrooms have significantly gained on influence in the fashion industry and have partly replaced trade shows. People meet in cities, combine a city trip with store checks, and view and order the most important brands.

For the largest European market, which has a signaling power for the neighboring European markets - the DACH market (Germany, Austria, Switzerland) – WeAr Showrooms is published twice a year in January and July in German language, with an extensive print distribution throughout Düsseldorf, Munich and Salzburg. It is also available free of charge digitally on all WeAr channels and through QR-codes available at showrooms, bars, restaurants, and hotels.

For Paris - the world's fashion capital, it is published for the markets in January and June in French and English digitally on an interactive platform. WeAr Showrooms Paris will be a guide for buyers to know who are the leading showrooms, what are the trends and where to go. Together with an interactive map - so they know where what is happening in Paris, the latest trend and brand information is being delivered with this medium. The medium is available free of charge to buyers.

Buyers will learn everything important about relevant showrooms, brands, trends, personalities, stores, and city tips in a brief and concise manner. WeAr Showrooms is the medium for-, by- and about showrooms, brands, and buyers.

WeAr SERVICES

The team of WeAr also happily organises product images, linesheets or whole lookbooks for you so you can offer your client the optimal brand experience. We even create your own magazine upon request.

WeAr ON THE INTERNET

The internet platform www.wearglobalnetwork.com helps brands to communicate to retailers on a daily basis. While the magazine is published four times a year, this platform is updated daily with the most important fashion news and information as well as special articles. It is a platform for relevant fashion media and also hosts the online version of WeAr global magazine, which is available for purchase via the bookstore, alongside other relevant fashion trend media. WeAr global network communicates to the global trade on a day-to-day base. WeAr also frequently sends out informative newsletters to keep the industry updated between issues.

WeAr ACADEMY

The art to sell Fashion. WeAr Academy has developed a new and innovative e-learning curriculum to elevate your in-store sales staff to motivated, highly skilled fashion-power-sellers. Invest in the cheapest way to generate more sales, happy returning customers and a motivated staff - provide professional training. Basic and advanced knowledge about sales techniques, merchandise knowledge and sales psychology will be transported, created by professionals and retail specialists. The e-learning courses will be offered for individuals, stores and brands. WeAr is also able to provide customized training for brands upon request.

WeAr BUYERS GUIDE

An innovative tool to read all about selected fashion fairs, the best brands and the people responsible for them, where to go, trend articles and most importantly it lets buyers interact with brands right at the event through the social media taps. It is hosted on www.wearglobalnetwork.com, available free of charge and in English. Currently it is done for Pitti Uomo starting with its first day and is being constantly updated throughout the course of the event.

WeAr SELECT DIGITAL

WeAr Select Digital functions as an online-platform for emerging brands, thereby reducing costs for both buyers and brands whilst increasing visibility through being available online throughout a season. The global editorial team of WeAr visits trade-shows and showrooms all over the world to select the best of emerging designer. This digital edited selection is then available online to display the most interesting and creative collections in fashion, footwear and accessories. It revolutionises the way buyers explore brands and their products. WeAr Select Digital is available in 8 language editions (German, English, French, Spanish, Italian, Russian, Japanese and Mandarin) and published twice a year. Are you an emerging designer? Then position your brand in a premium environment, at an overseeable price and reach buyers at their desks without having to invest huge travel expenses.

WeAr DigiShows

Many buyers have travel restrictions due to budget or time, but they still need to see the collections in the best quality in a perfect environment and not dilettantishly photographed with a cell phone. WeAr DigiShows virtually depicts your store or showroom in 3D so you can then invite your client on a video-call, share your screen and guide your client through your store/showroom as if s/he was physically there. No digital knowledge or infrastructure is needed. Everything is simple and self-explanatory. The digital store/showroom will even include extra resources such as videos, lookbooks, linesheets, campaign images, still-life images, texts etc. so that the customer can virtually visit it also without a sales person present.

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 stores.



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
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 store

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

WeAr – TESTIMONIALS



TOM NASTOS
FORMER CHIEF COMMERCIAL
OFFICER, INFORMA MARKETS
FASHION DIVISION

Every season fashion professionals including all our colleagues at Informa Fashion /Coterie look forward to each issue as a benchmark for what's happening in fashion. WeAr sets the global standards.



RENZO BRAGLIA
OWNER, BRAMA GROUP,
MILAN, PARIS, DÜSSELDORF, ETC.

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.



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
DENIM GODFATHER

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!



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.



ANITA TILLMANN
MANAGING DIRECTOR,
PREMIUM EXHIBITIONS

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



MARTIJN HAGMAN
FORMER CEO
TOMMY HILFINGER GLOBAL, PVH EUROPE
Congrats to another great edition!



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 IMAGINE
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
FOUNDER KITH STORES

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.

WeAr – TESTIMONIALS



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
FORMER BUSINESS 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.

WeAr – TESTIMONIALS



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

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!



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!

WeAr – TESTIMONIALS



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.



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.



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!



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."



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.



POLAT UYAL

FORMER CMO BEYMEN
CEO BOYNERGROUP

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.



NATALIE KINGHAM

BUYING DIRECTOR, MATCHES,
UNITED KINGDOM

Thank you WeAr Global Magazine!



KASPER BRANDT 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.

WeAr – TESTIMONIALS



ALISE TRAUTMENE-UZUNER
FOUNDER
DOOR NYC

What I love most about WeAr is its unique ability to merge art, fashion, and innovation into a visually captivating and globally relevant publication. As the leading B2B fashion magazine, WeAr stands out by offering invaluable insights to industry professionals that truly set it apart from traditional B2C publications. It consistently delivers the tools and inspiration that fashion professionals need to stay ahead in an ever-evolving industry.



THOMAS GANTER
CEO
L & T

WeAr Magazine is not only a special source of inspiration for fashion and design professionals but also the golden book of retail concepts. Only the best brands manage to be mentioned on its pages. Curated excellently, it has delivered valuable impulses and set industry-shaping standards for 20 years.



CLAUDIO ANTONIOLI
FOUNDER
ANTONIOLI

Congratulations to WeAr on this milestone. Having a very busy life, what I have appreciated the most over these two decades of trendsetting is that WeAr has been a great source of inspiration for me, being a publication that stands for creativity with a keen eye for detail and relevant information about the retail business. This original mix has set you apart in the industry. Always finding the unexpected angle to explore, your commitment to innovation in fashion and design has been internationally recognized, and I am excited to see how you will continue to shape the future of luxury fashion. Here's to many more years of groundbreaking work.



CARLA CEREDA
CREATIVE DIRECTOR AND HEAD OF
BUYING
BIFFI BOUTIQUES

WeAr has always been an innovative magazine that aims to speak to all fashion professionals; it tells about art, culture, and trends, representing an important voice in our industry. A magazine that has dealt with the fashion universe and its protagonists in an original and authentic way, sometimes becoming a connector of inspirations and an anticipator of trends from the very first issue. We are proud to have been present on the pages of the magazine since its beginnings and look forward to many future occasions to talk together about fashion and much more!



MARK WERTS
CEO
AMERICAN RAG

WeAr is THE STANDARD by which other fashion magazines are judged and compared. In every industry and market, there is always THE BEST. WeAr is simply the global BEST. American Rag Cie. is and has always been grateful to be repeatedly recognized by such a prestigious publication as WeAr. Congratulations on 20 years, and looking forward to the next 20!



MARC NYLANDER
CEO & FOUNDER
KA YO

WeAr is a valuable platform for fashion professionals, allowing industry insights, innovation, and inspiration to be shared worldwide.



RITCHIE CHAN
FOUNDER
TRIPLE MAJOR

WeAr is a true industry leader. The magazine serves as a great inspiration for buyers and designers. We could always discover fantastic products, trends, and merchandising formats in every issue.



MARKUS HÖHN
CEO
LODENFREY

What we appreciate most about WeAr is its deep expertise and comprehensive perspective on the international fashion industry. The magazine's in-depth reporting and thoughtful analysis of global trends are invaluable sources of inspiration and guidance for us. WeAr excels at capturing both tradition and innovation in fashion retail, offering insights that help us continuously evolve our business. Receiving the Best Retailer of the World Award from WeAr is, therefore, an extraordinary honor for us.



FLORIAN BROWN
CEO
UNGER GmbH & Co. KG

20 years of fashion news, stylishly presented, full of content, and with beautiful imagery. Congratulations and keep it up!

WeAr –CONTENT AND CATEGORIES

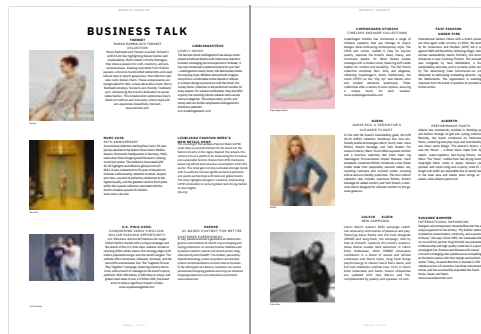
FASHION LOOKBOOK



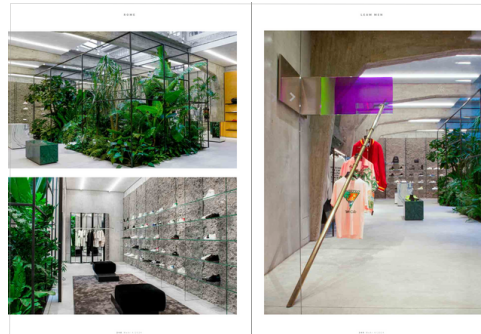
TRENDS



BUSINESS TALK



SHOPS



ARTISTS



WeAr – SPECIFICATIONS

#21 valid from October 1st 2026 / Issue 85

Media Information

Circulation

WeAr is distributed in print and digital in 8 independent language editions. Partition of languages estimated: 41% English, 29% German, 10% Italian, 9% Japanese, 5% Mandarin, 3% French, 2% Spanish, 1% Russian.

As distribution numbers vary due to various cooperations (amongst others with JOOR, which alone makes our digital editions specially available to at least 50,000 premium retailers), please contact Shamin Vogel sv@wear-magazine.com ahead of each issue.

The Reader

Readership Profile estimated.

Retail 74%, Individuals (influencer, celebrities, fashion, aficionados) 17%, Distributors and Agents 4%, Industry 3%, Manufacturers 1% and Wholesale 1%.

Price

Varies in the respective currencies.

Print version: 54 EUR

Digital version: 25 EUR

Publishing Dates

ISSUE #85 – January 2026: Big Season Opener.

Detailed reports targeted to all major world-wide fashion events. Coming out before Pitti Uomo.

Focus: Trends, Jackets, Premium mens- and womenswear. Extended Footwear Special.

The best from sneakers to high heels. Retail training and education. Global Retail Reports. focus on outerwear,

ISSUE #86 – March/April 2026 Bestseller Issue.

Summary of trade shows and the best of global leading showrooms. Focus on accessories and eyewear trend.

Key focus on denim including new supplement magazine: WeAr Denim.

All about fabrics, circularity, sustainability and innovation. Designer issue.

ISSUE #87 – early June 2026: Big Season Opener.

Detailed reports targeted to all major world-wide fairs and events.

Coming out before Pitti Uomo.

Focus: Trends, Jackets, Premium mens- and womenswear. Extended Footwear Special.

The best from sneakers to high heels. Fashion meets accessories.

Global Retail Reports, Fashion meets Technology. Aisia focus: Japan, Korea, China, Sustainability Special

ISSUE #88 – September/October 2026: Best Fashion Retailer of the World

Award Issue.

This issue will award three outstanding retailers for their creativity, consumer orientation and contribution to the fashion industry. A celebrated WeAr annual WeAr award and a favorite amongst readers. Sports x Fashion special.

Key focus on denim including new supplement magazine: WeAr Denim.

All about fabrics, circularity, sustainability and innovation. Designer Issue.

Issues #85 to #88 are scheduled ahead of the major fashion calendar. If there are changes to the dates of these shows, the corresponding dates for the issues may need to be adjusted accordingly.

Advertising Rates

1/1 PAGE BLACK/WHITE OR 4-COLOR: 17,500 EUR EUR

2/1 DOUBLE-PAGE BLACK/WHITE OR 4-COLOR: 33,500 EUR

Cover: Cover not for sale. Cover Gatefold, 2nd, 3rd and Backcover on request.

SPECIAL POSITION: Guaranteed advertising positions in the first third of the magazine only on written confirmation of the publishing house and a 20% surcharge on the valid advertising rate.

SPECIAL ADVERTISING: (e.g.: cover seal, special paper, wrapper, gate folder): on request.

AGENCY COMMISSION: 15% - strictly for undiscounted orders from independent advertising agencies

DISCOUNT

4 pages and more/year: 15%

ADVERTISING DATES

Spaces due: 5 weeks ahead of issue

Material due: 4 weeks ahead of issue

CANCELLATION RIGHTS

No cancelation rights, unless specially agreed in writing.

PAYMENT TERMS

10 days net.

VIDEOS ON DIGITAL ISSUE ON REQUEST

WeAr – DENIM



WeAr DENIM CONNECTS AND KEEPS THE DENIM COMMUNITY TOGETHER. IT IS PUBLISHED IN PRINT AND DIGITAL. WeAr CELEBRATES THE MOST INTERESTING IN DENIM, SUSTAINABILITY AND INNOVATIONS IN FABRIC WITH THIS STAND-ALONE PUBLICATION.

EDITORIAL CONTENT:

WeAr Denim will cater to the Denim community in its entirety: sourcing, fabrics, yarns, washing, finishings, brands and the relevant retailers. It will report about latest innovations, sustainable technologies and the important players and innovators.

While WeAr global magazine strives to perfectly curate and visually present the finished products, WeAr Denim deals with the entire preliminary stage from the denim & casual sector. The aim is not only to describe fabrics and innovations verbally, but to illustrate them visually.

PUBLISHING DATES

April & October 2026 as a stand alone publication as well as an additional supplement to Wear Global Magazine's English language edition

CIRCULATION

Digital : WeAr Denim will be available to read free of charge to all readers throughout on www.wearglobalmagazine.com

Print: The printed version is a stand-alone version and will be distributed in free of charge at selected relevant industry events.

Both guaranteeing a wide global distribution to fashion industry professionals.

ADVERTISING PRICES

¼ Quarter Page: 1,980.- EUR

½ Half Page: 3,500.- EUR

1/1 Single Page: 5,900.- EUR

2/1 Double Page: 9,500.- EUR

Back Cover : 9,500.- EUR

PRINTING MATERIAL DEADLINE:

February 27th, 2026, September 21th, 2026.

ADVERTISING INFORMATION:

Brigitte Steiber

Email: bs@wear-magazine.com Tel.: +43 6542 55106

DISCOUNTS:

5% if booked both WeAr Denim issues (April 2026 and October 2026)

50% if advertising in WeAr global magazine with one page during the April 2026 or October 2026 issues

Agency discount 15% if booked through a professional, non in-house agency and only on full rates

Payment: 30 days net/net

All prices are net/net. No sales tax added.

MEDIUM:

WeAr Denim will be available in digital and also printed on high-end recycled newspaper (Nautilus 80 grams from IGEPa with a grey tint) to reflect the sustainable drive of the industry.

FORMAT: 330 x 450 mm

LANGUAGE: English

WeAr – SHOWROOMS



WeAr SHOWROOMS CONNECTS AND KEEPS THE FASHION COMMUNITY TOGETHER. IT IS PUBLISHED IN PRINT FOR THE DACH MARKET AND DIGITAL FOR BOTH MARKETS AND DISTRIBUTED DURING THE RELEVANT SEASONS IN SHOWROOMS, TRADE EVENTS AND FASHION HOTSPOTS. WeAr SHOWROOM CELEBRATES THE LEADING SHOWROOMS, AGENTS, DISTRIBUTORS AND BRANDS ON THE CORRESPONDING MARKETS.

AVAILABLE IN 2 EDITIONS:

- DACH (G-A-S: GERMANY, AUSTRIA, SWITZERLAND)
- PARIS

Why WeAr Showrooms?

Showrooms have significantly gained on influence in the fashion industry and have partly replaced trade shows. People meet in cities, combine a city trip with store checks, and view and order the most important brands.

WeAr Showrooms is the medium for-, by- and about showrooms, brands, and buyers and will be published digitally before the main buying event, so that buyers can inform themselves prior to their visit. It is available free of charge digitally on WeAr Media Group platforms.

G-A-S EDITION

For the largest European market, which has a signaling power for the neighboring European markets - the DACH market (Germany, Austria, Switzerland) – the new medium WeAr Showrooms will be published twice a year always January and July. This medium will catch the community spirit and buyers will learn everything important about relevant showrooms, brands, trends, personalities, stores, and city tips in a brief and concise manner.

Publishing Dates DACH

January and July

Online

10 days before the Düsseldorf Showroom days unlimited and free of charge

Print

1 day before Düsseldorf distributed in the most relevant Showrooms in Düsseldorf, München and Salzburg

Language

German

PARIS EDITION

For Paris, the prime location for the international and French fashion buyers, making it one of the most important fashion destinations in the world, WeAr Showrooms will be published twice a year on the platform wearglobalnetwork.com, catching the buying and brand community in the fashion capital, educating about new showrooms, events, brands and what to do whilst buyers are in Paris. All in a concise manner, bridging digital with print.

Publishing Dates PARIS

January and June

Online

10 days before the start of Paris Fashion Week, unlimited and free of charge

Print

To provide the latest information to buyers about showrooms and the brands they host, a postcard format will be distributed throughout Paris so readers can scan the QR code to get to the interactive platform and another one to get a map of Paris to gain one big overview.

Language

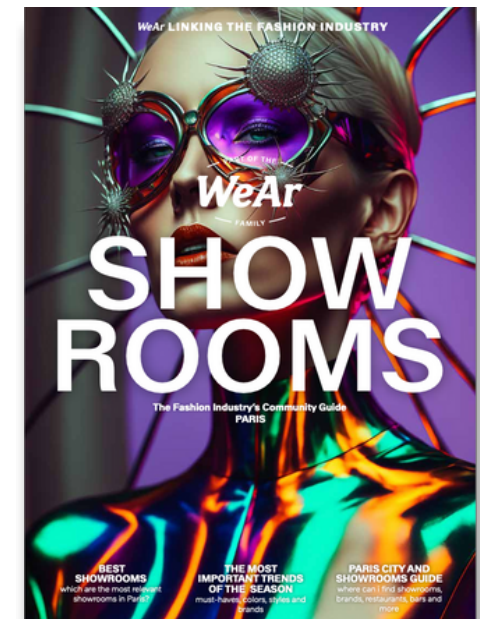
English and French

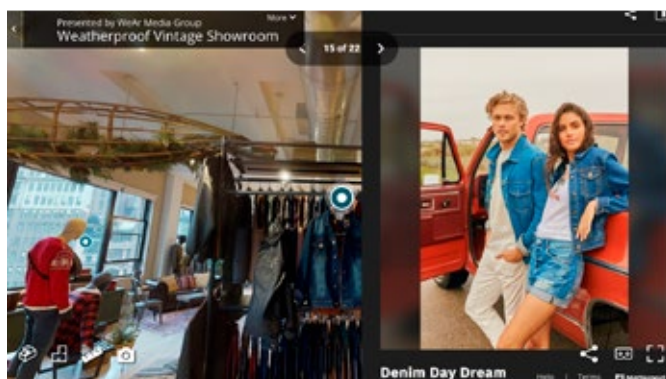
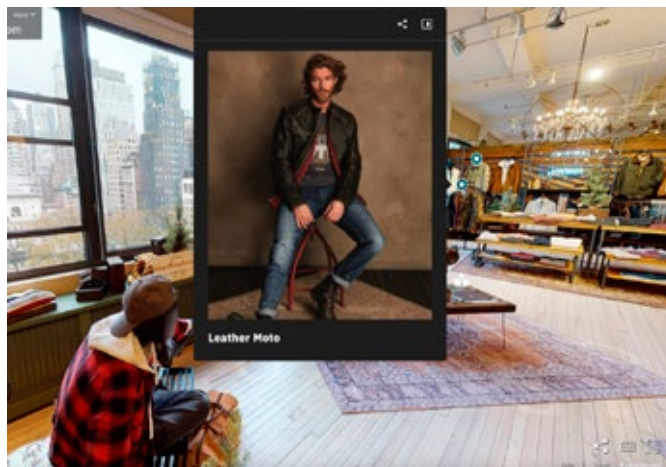
Prices

1/1 Page	3.450,- EUR
1/2 Page	1.950,- EUR
1/4 Page	1.250,- EUR
Double page	5.900,- EUR
2/3/4 cover position	upon request
supplement	upon request
5% discount if two consecutive issues booked	

Format

Newspaper large format with magazine appearance 300 x 400 mm





WeAr DigiShows - how does it work?

No technical knowledge, consultants or infrastructure is required to participate – only your computer or mobile phone. • Before our initial visit we will send you a manual how to prepare your showroom to achieve the optimal outcome • We will then come to your premises with one of our professional photographers and if required with a member/assistant of our editorial team to consult and capture your showroom • The result will then be programmed, and you will simply receive a link.

1. Click on the link and see immediately the result on your computer, phone or tablet. 2. Arrange a video-call so you can see your customers and share your screen where you opened the link. Guide your customer through your showroom and talk to them as if they were present physically. Open the WeArTags to show them items in more details or enable your customer to see additional resources like lookbooks, linesheets or videos. 3. Share the link with your clients afterwards so they can look at it in their own time. 4. Integrate your link on your website if wished.

Extras:

WeArTags: Each WeAr DigiShow comes with 15 WeArTags per collection of your choice. These are bubbles programmed into your showroom, which allow you to share more resources with your clients like linesheets, lookbooks, videos, moodboards and most importantly – product images. **Product Shots:** If additional product shots are necessary or desired, we can help with that in the WeAr quality. **Linesheets:** Need additional sales tools? We are happy to create linesheets with professional photography which you can send to your team and clients.

Costs:

Final price depends on the size of the store/showroom and its location. Costs are reasonable and information is free. Contact us on www.weardigishows.com, digi@wear-magazine.com, Whatsapp on: +447551477030 for an exact quote.



FIND OUT MORE

PUBLISHING INFO

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Fax +43 6542 55106-2

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SUBSCRIPTIONS AND SINGLE COPIES

E-Mail bs@wear-magazine.com

PUBLISHER

Klaus Vogel

Tel +43 6542 55106

E-Mail kv@wear-magazine.com

All rates shown are exclusive of value added tax. All space orders are subject to our general terms and conditions. Content and all dates subject to change. The advertiser guarantees that he has all rights to publish his ad pages in WeAr Global Magazine's 8 language editions. By submitting the artwork, the advertiser holds the publisher free of any liability as, but not solely: Content, rights of artists, models, photographers, locations, etc.

TECHNICAL SPECIFICATIONS

WeAr magazine

FILE FORMAT

Minimum 300 dpi certified PDF, CMYK Including an adequate (Fogra Certified) contract proof. Please send file by e-mail, or upload on our server.

COLOR

ISOcoated_v2_eci.icc Fogra39

ISO 12647-2:2004

PRINTING PROCESS

Sheet fed offset. Printing plant is FSC certified.

SCREEN

250 lines – minimum 300 DPI file

SIZE

1/1 page: 24,8 x 34 cm + 3 mm extra on each side

2/1 page: 49,6 x 34 cm + 3 mm extra on each side

OFFSET PAPER

MagnoPlus Gloss, woodfree, glossy, 150 gr. art paper

COVER: 300 gr. art paper

TECHNICAL SPECIFICATIONS

WeAr Denim

FORMAT

Newspaper large format

SIZE: 330 x 450 mm

TECHNICAL SPECIFICATIONS

WeAr Denim

FORMAT

Newspaper large format with magazine gloss appearance

SIZE: 300 x 400 mm

WeAr – GENERAL TERMS AND CONDITIONS

01 “Advertising order” in the senses of the following General Terms and Conditions, refers to the agreement to publish one or more advertisements of an advertiser or other space buyer in a printed publication for purposes of circulation.

02 The prices of the advertisements are consequent on the Publisher’s Advertising Rate Card in effect at the time the contract is concluded. Any discounts in this Mediakit does not translate to special positions or special requests, unless granted by approval of the publisher to the advertising client.

03 Advertising agencies and advertising agents are prohibited from passing on the agent’s fees granted by the Publisher wholly or in part to their clients.

04 If an order should not be carried out owing to circumstances for which the Publisher is not responsible, the Advertiser must reimburse the Publisher for the difference between the discount granted and that corresponding to the actual sales, regardless of any further legal obligations. No claims on the part of the Advertiser shall ensue, if owing to force majeure (e.g. war, mobilization, labour dispute, terrorist attacks or other unforeseeable events), the publication of the magazine should be diminished or delayed, or should cease altogether.

05 Orders for advertisements and advertising supplements must be submitted to the Publisher according to the valid advertising rate list. Content and dates are subject to change.

06 The Publisher is entitled to mark with the word “Advertisement” those advertisements whose editorial design is such that they are not readily recognizable as advertisements.

07 The Publisher reserves the right to refuse advertising orders – including individual requisitions under the terms of a transaction – and advertising supplements orders on the basis of their technical form or their origin, in accordance with uniform objectively justified principles. The Publisher reserves all right to refuse advertising orders if the content violate laws or official regulations, or if the publication is unacceptable to the Publisher. The Advertiser will be informed immediately if an order is refused.

08 The Advertiser is responsible for the punctual delivery of the advertising copy and reliable printing data. The Publisher guarantees the quality of printing customary for the assigned publication within the limits set by the printing data.

09 If the print of the advertisement is completely or partially illegible or false, or incompletely printed, the Advertiser may claim a correct substitute advertisement, or a price reduction to the extent, that the purpose of the advertisement

has been impaired. If the Publisher should exceed a reasonable period of time set for the publication on the substitute advertisement of if it should once again be incorrect, then the Advertiser has the right to a price reduction or a cancellation of the order. Indemnity claims from positive breach of obligation, negligence and tort are excluded – especially in the case of orders placed by telephone. Indemnity claims from impossibility of performance and default are restricted to the replacement of the foreseeable loss and, in the amount, to the remuneration to be paid for the advertisement or advertising supplement in question. This does not apply to premeditation and gross negligence on the part of the Publisher, its legal representatives and its vicarious agents. A liability of the Publisher for damages owing to the lack of warranted qualities remains unaffected. Furthermore the Publisher is not liable for gross negligence of vicarious agents in commercial business transactions. In the remaining cases, the liability towards merchants for gross negligence is restricted in its extend to the foreseeable damage up to the amount of the remuneration for the advertisement in question. Complaints must be put forward within two weeks of receiving the invoice and receipt, unless the defects are not obvious.

In case of a strike or act of God, no reimbursement claim will be accepted.

10 In the event that the Advertiser does not make an advance payment, the payment terms are 30 days net, unless otherwise agreed in written order. In the event of default, the Publisher shall charge, with the reservation of further rights, interest for default in the amount of 5% above the respected basic rate of the European Central Bank. In the event of default, the Publisher may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements. If there is a reasonable doubt regarding the Advertiser’s ability to pay, the Publisher reserves the right to publish the ad only against advance payment.

11 Upon request the Publisher shall deliver one issue including the advertisement with the invoice.

12 The digital creation of all media, distribution and circulation is entirely managed by Prime Global Media Ltd. 12 London Road, Morden, SM4 5BQ, UK

13 In the case of keyed advertisements, the Publisher shall take as much care in handling and punctually passing on the replies as would a responsible businessman. Registered and express letters will only be forwarded by ordinary post. The replies for keyed advertisements shall be kept for four weeks. Replies, which are not collected within this period, shall be destroyed. The Publisher shall return valuable documents without being obligated to do so.

14 Printing data shall be returned to the Advertiser only if expressly requested. The obligation to save them shall end three months after the order has been expired.

15 Placement confirmations are only conditionally valid and may be changed for technical reasons. In such cases the Publisher shall not be liable

16 The place of fulfilment is the principal place of the business of the Publisher. The place of jurisdiction for legal proceedings involving business transactions with merchants, bodies, corporate or special assets is the principal place of business of the Publisher. The same applies if the place of residence or customary place of abode of the Advertiser, including non-traders, is unknown at the time that the legal proceedings are instituted or if the Advertiser’s place of residence or customary place of abode should be moved outside the purview of law after closing the contract.

17 The Advertiser guarantees that he has all rights to publish his advertising pages in all 8 language editions of WeAr global Magazine. By submitting the artwork, the Advertiser holds the Publisher free of any liability as, but not solely: Content, rights of artists, models, photographers, locations, etc.

18 By giving or sending any samples for any photo shoot, any editorial PR, pictures or text, or submitting any art/artist work to any team member of WeAr Global Magazine, WeAr Buyer’s Guide, WeAr Showrooms, WeAr Denim, wearglobalnetwork.com, or allowing any of its photographers to shoot a store, showroom or company, the following is agreed between all parties: All rights of these photos remain at the publishing house Edelweiss Media GmbH/Austria and can be published any time in any publication of the Publishers of WeAr Global Magazine or be sold by the WeAr Publishers. All collection items must be pre-paid by shipper and will be sent back accordingly. The publishers reserve the right to select which collection items are to be published. By accepting the publication, the authors and photographers transfer the sole and all publishing rights to the publishing company. That includes the right of reproduction and storage in electronic and other databases and publications, belonging to the publishing house.

19 All published articles in any WeAr Media reflect the opinion of each specific editor having edited the article. It does not reflect the opinion of Edelweiss Media GMBH.