



WeAr Select: It's all about the trend

The brand list for the premier edition of B2B fashion & footwear fair, WeAr Select London, has today been announced (www.wearselectlondon.com). Preview the 35 key pieces from over **150 brands from around the world**, including key players such as **J-Brand, Victorinox, Hudson, La Martina, Blauer, Eleventy and Gaastra**. Alongside up and coming brands like **Nagatani, Jason Ashley, Katlin Kaljuvee, Daniel Won, Ellie Mae and Ziztar**.

Open from **10am – 7pm on the 9th and 10th January 2016**, WeAr Select will be a celebration of talent. Bringing to life the pages of **leading global fashion trade publication WeAr Global Magazine**. Both brands and buyers will not only be connected by the show itself, but also with an extensive follow-up through the digital and printed media channels provided by the WeAr global group making WeAr Select the first mutually beneficial trade show of its kind.

WeAr Select is **dedicated to providing unparalleled trend information** and context to its guests, and so has teamed up with world leading trend organisation **WGSN**, who will be presenting the trends for A/W 16/17 through series of exclusive mood boards and projections. With a wealth of trend information on offer from this global trend leader, buyers will be able to make more informed and secure buying decisions. There will also be a **trend conference at 5pm on the Saturday**, where WGSN's **Senior Events Editor Katharine Smith** will give the **Buyers Trend Briefing for A/W 16/17**. Also, cooperation partner **ISKO** will be discussing all things denim hosted by **Marco Lucietti** along with other industry experts,

The **FashionJobs** team will also be at WeAr Select with their jobs wall, displaying selected **jobs from companies around the world** across several categories including design, marketing, buying, and production. **If you want your job to appear on our wall, post it online www.fashionjobs.com.**

WeAr Select is set to revolutionise the fashion trade show scene. As art is an essential part of fashion they will combine for the first time an art fair during the event that will inspire fashion and vice versa. **Artists from around the world, including Banksy, Fin Dac, Alec Monopoly, Louis Nicolas Darbon, Carne Griffiths, Simon Freeborough and Andre de Plessel** will be presented by galleries including the **West London Art Gallery, Graffik and Crome Art**. There will also be an exhibit of **Marine Verdan's** iconic Bull Dogs as well as an interactive t-shirt installation by **Milia M**. All of the works on display at the fair will be available for purchase at special prices.

Visitors please apply through www.wearselectlondon.com
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