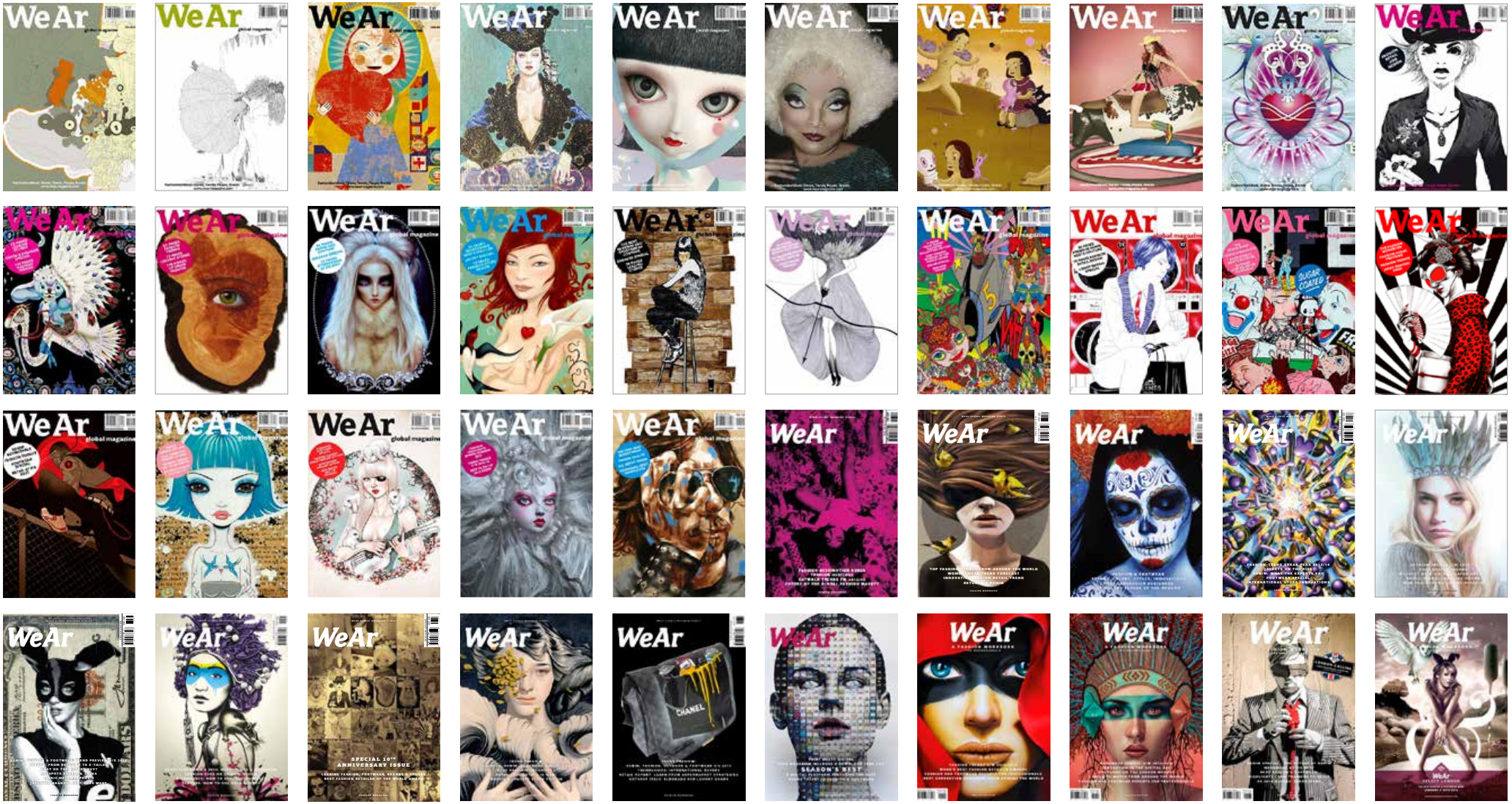

WeAr
SPECIAL 10TH ANNIVERSARY ISSUE
CHANEL
SEASON'S BEST

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!

COLETTE
CONCEPT STORE, PARIS
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!

JUDD CRANE
DIRECTOR OF WOMENSWEAR, SELFRIDGES DEPARTMENT STORES
What do you mean you haven't read the latest issue of WeAr?

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!

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.

LORENZO HADAR
FOUNDER H. LORENZO STORES, LOS ANGELES
The content is always nice and the quality of the magazine always looks current and luxurious.

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!

VANESSA BONNEFOUX
FASHION BUYER AT MERCI CONCEPT STORE, PARIS
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.

MARK WERTS
FOUNDER AND CEO, AMERICAN RAG CIE STORE
WeAr is the best fashion magazine on planet Earth bar none.....Period. This is a fact.

ANNE MARIA JAGDFELD
FOUNDER, DEPARTMENT 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.

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.

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.

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.

ROBERTA VALENTINI
OWNER OF PENELOPE STORE, BRESCIA, ITALY
What I like best about WeAr is when you're publishing photos of store

TOMMASO PECCHIOLI
OWNER OF GERARD LOFT STORE, FLORENCE, ITALY
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.

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.

JOE LOGGIA
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.

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.

KARL-HEINZ MÜLLER
FOUNDER, BREAD & BUTTER

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!

ANITA TILLMANN
MANAGING DIRECTOR,
PREMIUM EXHIBITIONS

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

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.

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.

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.

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.

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!

ABOUT WeAr

WeAr founded in 2004, is the only high-end leading global fashion and footwear "special interest title", available **IN 8 LANGUAGES (ENGLISH, GERMAN, FRENCH, ITALIAN, SPANISH, RUSSIAN, JAPANESE AND MANDARIN)** and speaks directly to the leading buyers, retailers, trendsetters and decision makers.

WeAr'S USP is to present relevant brands, new designer and store concepts to global leading department, retail, online and concept stores such as Barneys, Selfridges, Zalando, 10 Corso Como, Colette or Ron Herman. With the information that WeAr delivers to this target group, the goal is simply to help to increase the profit, lift the image and give ideas and directions to reflect buying and store design decisions.

WeAr is, however, not a trade magazine in the traditional sense, but much rather a coffee-table book, which conveys through high-quality images and extensive information, the feeling that one can even touch the product. For precisely this reason even end consumers with a superior interest in fashion and footwear buy WeAr (partly in the above named retailers).

WeAr stands for quality and a very close contact to the formerly named key-players.

EDITORIAL CONTENT CONTEMPORARY FASHION MEETS COUTURE

WeAr is the seamless symbiosis of art and fashion. We hone in on visual inspirations and impressive design and fashion architecture, instead of long-winded texts. We thrive on sartorial facts instead of personal opinion. WeAr Global Magazine presents readers with the most interesting collections, stores and retail market news worldwide. WeAr is a quarterly magazine and is printed globally four times a year. Editorial content includes fashion, shoes and luxury accessories from the high-end and exclusive fashion sector.
WeAr's editorial mainstay : shop and trend reports from major cities and trade fairs around the world, supplemented with news, research, contacts, interviews, business talk and insider tips. Focused on the very best in fashion and retail worldwide.

WHAT WeAr COVERS

1. Relevant stores, showrooms, display windows, interior furnishing, product representation.
2. Lookbooks, runway photos and the latest from the most important trade fairs in the world.
3. Trend reports from major cities worldwide, people, stores, street style and life style.
4. Photos of global collections and trends.

WeAr GLOBAL MAGAZINE: ART AND THE ZEITGEIST.

The visual information is clear, accessible, vivid and above all, professional. Readers are provided with insider information on top collections. WeAr provides up-to-the-minute coverage on turnover and information to help improve retail business.

WeAr PRODUCT RANGE DVD

IIn addition to its printed version, WeAr is also available on DVD. The DVD has the option to be played in all 8 available languages and contains several special features and videos. The DVD is not only used as a buying and information tool but is even often played on its autoplay function in fashion and concept stores in order to create moods for their customers – namely the end consumer. The DVD and magazine complement each other perfectly.

INTERNET

The internet platform **www.wearglobalnetwork.com** helps to create the perfect reader loyalty. 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.

It further features interesting tools like JobXChange and Trend Research in order to make it a true fashion platform for professionals who need to connect and find other talents as well as refreshen their knowledge about up to date trends.

WeAr global network is able to communicate to the global trade on a day-to-day base.

WeAr SELECT LONDON

WeAr Select London is a new international fashion trade show, organized by Prime Global Media Limited and supported by WeAr Global Magazine. WeAr Select showcases brands, trends, art and everything a concept store needs, including menswear, womenswear, accessories and footwear.
The show will take place at Old Billingsgate, an unmatched sophisticated location in the heart of London

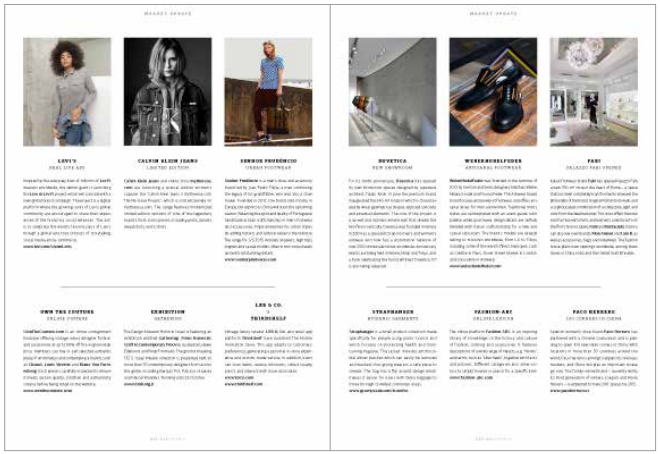
For the first time, a physical show is accompanied by an innovative digital platform to bring the event in front of the eyes of relevant buyers on a global level. This, combined with the power of leading global B2B publication WeAr Magazine, which reports about the show in an extensive special in all 8 of its language editions, will ensure that brands will either be seen in person at the show or have their message transported in an innovative way on a global level, instead of dealing with local events.
Buyers on the other hand profit from the chance to visit a well-curated show, where brands only exhibit a maximum selection of key 35 pieces, which enables buyers to see and understand a brand at a glance. They also can follow-up the show from the comfort of their desk with the help of the digital and printed WeAr special prepared for them by the trusted global WeAr editorial team. That way brands get a high chance to be recognized by new buyers on a global scale and for buyers it is super easy to find innovative new stories.
Put simply, WeAr Select is a new, revolutionary way to bridge brands and retailers on a global level at a very affordable cost-structure.

Further information you will find on: **www.weaglobalnetwork.com**

FASHION LOOKBOOOK

TREND

BUSINESS TALK



SHOPS

ARTIST

MEDIA INFORMATION

CIRCULATION

Magazines, DVD's and Online together in total between 16.000 - 35.000 copies, varies between issues. Changes can occur, please contact us for exact figures before each issue. DVD's include all languages.
Print run: ca. 53% English, 13% German, 8% Italian, 12% Japanese, 6% Mandarin, 4% French, 3% Spanish, 1% Russian.

THE READER

Readership Profile estimated
Retail 74%, Individuals 18%, Distributers 3%, Industry 3%, Manufacturers 1% and Wholesale 1%

SIZE

Minimum 224 + 4 pages

PRICE

Print version: 49 EUR - varies in the respective currencies
Online: version: 19,50 EUR

PUBLISHING DATES

ISSUE #45 – January 2016. Ahead of WeAr Select London, Pitti Uomo, Premium, CPH, CPM, Pure, Ispo, Who's Next, Tranoi, Tranoi Femme, Coterie, Magic Market Week, Project, Liberty etc. Show and trend issue. Fashion meets Footwear, Sportswear and Denim meets Couture.

ISSUE #46 – late March /beginning April 2016. Targeting Chic, Ontime, Première Vision, King Pins etc. Designer issue with special focus: trends, fabrics and jackets. Sportswear meets Couture.

ISSUE #47 – early June 2016. Ahead of WeAr Select London, Pitti Uomo, Premium, CPH, Pure, Ispo, Who's Next, Tranoi, Magic Market Week, Project, Liberty etc. Show and trend issue. Fashion meets Footwear, Sportswear and Denim meets Couture.

ISSUE #48 – September 2016. Targeting Tranoi Femme, Coterie, Chic, CPM, Ontime, Première Vision, King Pins etc. Designer issue special focus: trends, fabrics and jackets. Sportswear meets Couture.

Issue 45-48 are ahead of major shows, should these shows change their dates, the dates of the issue might change accordingly.

ADVERTISING RATES

#13 VALID AS OF OCTOBER 2015

1/1 PAGE BLACK/WHITE OR 4-COLOR: 15.890 EUR
2/1 DOUBLE-PAGE BLACK/WHITE OR 4-COLOR: 31.780 EUR

COVER: 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, gate folder): on request.

AGENCY COMMISSION: 15% AE

DISCOUNTS

4 pages and more/year: 20%
8 pages and more/year: 25%

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

3% advance payment discount. 10 days net.

DVD ADVERTISING ON REQUEST.

PUBLISHING INFO

CONTACT

Brigitte Steiber
Tel +43 6542 55106
E-Mail bs@wear-magazine.com

PUBLISHING HOUSE

Edelweiss Media GmbH
Seeuferstrasse 185
AT- 5700 Zell am See
Tel +43 6542 55106
Fax +43 6542 55106-2

ADVERTISING INFORMATION AND ORDERS

Brigitte Steiber
Tel +43 6542 55106
Fax +43 6542 55106-2
E-Mail bs@wear-magazine.com

DISTRIBUTION MANAGEMENT

Mario Blatt
E-Mail mb@wear-magazine.com

SUBSCRIPTIONS AND SINGLE COPIES

E-Mail mb@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

FILE FORMAT

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

COLOR

Coated Fogra39 (ISO 12647-2:2004)
Color Sequence CMYK

PRINTING PROCESS

Sheetfed offset

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: woodfree, glossy, 150 gr. art paper

COVER: 300 gr. art paper

You may want to read about the basics of Fogra Certified Contract Proof and Certified PDF if the concept is totally new to you:
www.certifiedpdf.net/home.php and www.fogra.org/en/fogra-fogracert-en/

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 Cardin effect at the time the contract is concluded.

03 Advertising agencies and advertising agents are prohibited from passing on the agent's frees 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 extend, 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 de-fault 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 owning 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.

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 In the event of a reduction in circulation as stated in the valid price list, the Advertiser has the right to a price reduction in relation to the change in circulation, unless the Publisher has informed the Advertiser in time of the drop in circulation and has offered the choice to withdrawing from the contract. The print-run may vary up to 10% due to production problems.

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, 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 WeAr Global Magazine, WeAr Buyer's Guide, wearglobalnetwork.com or further publications 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. WeAr Global Magazine, WeAr Buyer's Guide and wearglobalnetwork.com reserves the right to select, which collection items are to be published. Contributions, in which the author is named, do not necessarily reflect the opinions of the editors. 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. In case of a strike or act of God, no reimbursement claim will be accepted.

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.

10 Corso Como
Milano

14 oz.
Berlin

Barneys
New York

Merci
Paris

Breuninger
Stuttgart

Chrome Hearts
Los Angeles

Colette
Paris

Different Fashion
Sylt

Dover Street Market
London

Fred Segal
Los Angeles

Gerard Loft
Florence

H. Lorenzo
Los Angeles

Joyce
Hong Kong

L'Eclaireur
Paris

LUISAVIAROMA
Florence

Maxfield
Los Angeles

Quartier 206
Berlin

Selfridges
London

Villa Daslu
São Paulo

The Webster
Miami