# WeAr

## BUYER'S GUIDE BERLIN JULY 2013

TIPS, TRICKS AND TELL-ALLS FOR GLOBAL FASHION BUYERS COMING TO BERLIN.
FREE AT **BREAD & BUTTER**, **PREMIUM** AND SELECTED COOPERATION PARTNERS PLUS ONLINE AT **WWW.WEARGLOBALNETWORK.COM**!


**PUBLISHER:**
Edelweiss Media GmbH
Seeuferstrasse 185
A – 5700 Zell am See

CIRCULATION:
Print edition: Total 15.000 copies
Issue n° 1: 7.500 copies
Issue n° 2: 7.500 copies
During Fashion Week January 2013 the Buyer's Guide on www.wearglobalnetwork.com had almost 17,000 hits alone.

LANGUAGE: deutsch (german), english

PRINTING MATERIAL DEADLINE:
Jun. 17th, 2013


COVER EDITION 1/1ST DAY

COVER EDITION 2/ 2ND DAY

ADVERTISING INFORMATION:
Brigitte Steiber
Email: bs@wear-magazine.com
Tel.: +43 6542 55106
Fax: +43 6542 551062

Ivo Nalin
Email: in@wear-magazine.com
Tel.: +39 347 8188917


* All prices are net/net. No Sales Tax (VAT) added!

**ADVERTISING PRICES:**

1/1 SINGLE PAGE
Size: 8,375 inch x 10,875 inch
Issue n° 1 + n° 2: 8.400 EUR

2/1 DOUBLE PAGE
Size: 18,875 inch x 16,750 inch
Issue n° 1 + n° 2: 14.500 EUR

INSIDE FRONT COVER (C2)
Size: 8,375 inch x 10,875 inch
Issue n°. 1: 12.500 EUR
Issue n°. 2: 12.500 EUR

INSIDE BACK COVER (C3)
Issue n°. 1: 10.000 EUR
Issue n°. 2: 10.000 EUR

BACK COVER (C4):
Size: 8,375 inch x 10,875 inch
Issue n°. 1: SOLD
Issue n°. 2: SOLD

SAMPLE PAGES

TRENDVOICES
BUYERS

WEAR ASKED INTERNATIONAL FASHION AND DENIM BUYERS: WHAT ARE YOU LOOKING FOR ON THE RUNWAYS AND AT TRADE SHOWS? AND WHAT DO YOU WANT FOR YOUR STORE FROM BRANDS AND/OR THE FASHION MARKET?

WENDY HADIDA
HEAD BUYER AT L'ÉCLAIREUR IN PARIS

DANIEL WERNER
STORE MANAGER AT 14 OZ. IN BERLIN

ANISSA KUBE
DENIM BUYER AT HARVEY NICHOLS IN LONDON

MARK WERTS
FOUNDER AND CEO OF AMERICAN RAG CIE / INDUSTRIE DENIM IN LOS ANGELES

NEWPORT BEACH

A'MAREE'S

2241 West Coast Highway / Newport Beach / CA 92663 / USA
www.amarees.com

**Interior designer:** Paul Davis
**Brands:** Alaia, Céline, Dries Van Noten, Golden Goose, Lanvin, Maison Martin Margiela, Rick Owens, The Row, and many more ...

Mon–Fri: 10am–6pm
Sat: 10am–5.50pm
amarees@earthlink.net
+1 949.642.4423

Basicon – Premium
Sudéhistpunk – Premium
Napapijri – Bread & Butter
Bugner Jeans – Premium