

FUTURE OF FASHION

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NEWS

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Global fashion industry challenged to be more creative and original in collection designs

UK fashion entrepreneur Marc Worth calls for greater innovation as he previews Stylus Fashion, his new fashion advisory service.

Today, Marc Worth, CEO and founder of Stylus Media Group, will challenge attendees of the British Fashion Council's inaugural Fashion Forum to be more creative, original and disruptive when it comes to product design.

"When everyone - from the most esteemed fashion houses in Europe and the US, to high street retailers, to the smallest factories in the most remote parts of the world - has access to the same 'exclusive' fashion business intelligence, can it still be called exclusive?" asks Worth.

Worth is predicting a pending fashion "crisis" unless designers and retailers learn to distance themselves from "cookie cutter" product development tools and embrace a more bespoke process for innovation and creativity.

"Today, fashion and retail brands need access to a platform where they can refine their own ideas and get them to market more efficiently and effectively," he says.

At the event, Worth will present an exclusive preview of his latest venture, Stylus Fashion, a new fashion innovation advisory service that will only be available to a limited membership of designers and retailers. This limited membership strategy is a bold and dramatic move for Worth, who co-founded WGSN, the world's largest fashion trend forecasting service, which he sold to EMAP for £150m in 2005.

Officially going live in September, Stylus Fashion is built on the premise that in today's global fashion marketplace, brands and retailers need help in finding original ideas and opportunities that they - and they alone - can bring to market faster than their competitors.

Stylus Fashion takes Stylus Media Group's unique and successful cross-industry approach to innovation, and presents it specifically for a fashion and retail membership base.

Membership of Stylus Fashion will be capped at 100 companies to ensure it maintains a competitive advantage for its members. Additionally, membership will be by invitation only, and will include only the best designer brands and retailers, as well as complementary technology, design and consumer brands from outside of the traditional fashion world.

C-suite executive leaders and creative directors from the Stylus Fashion member organisations will be invited to participate in Stylus Fashion's Creative Leadership Council. The CLC will meet throughout the year to network, share best practices and jointly address the most pressing business issues of the day.

Stylus Media Group will be hosting an exclusive event in London this September to coincide with the official launch. Invitations will be sent out in the coming weeks.



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