

## 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!



**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, 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.



**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.

### 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!



**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.

### 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.



**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.



**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.



**ROBERTA VALENTINI**  
OWNER OF PENELOPE STORE,  
BRESCIA, ITALY

What I like best about WeAr is when you're publishing photos of store



**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.



**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.

**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.

**LORENZO HADAR**  
FOUNDER H. LORENZO STORES,  
LOS ANGELES

The content is always nice and the quality of the magazine always looks current and luxurious.

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**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.

**JUDD CRANE**  
DIRECTOR OF WOMENSWEAR,  
SELFRIDGES DEPARTMENT  
STORES

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