

# Press Release

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For immediate release

## **WGSN LAUNCHES WGSN BEAUTY IN PORTUGUESE, SPANISH, KOREAN AND JAPANESE**

**The global trend forecasters combine unparalleled consumer insight with beauty industry expertise in the WGSN Beauty platform, now available in Portuguese, Spanish, Korean and Japanese.**

*[Fill in with the name of the city you're based in. Ie: São Paulo, Seoul, etc], 01 April 2020 – [WGSN](#), the global authority on trend forecasting, today announces the launch of WGSN Beauty in Portuguese, Spanish, Korean and Japanese.*

Developed in response to the beauty industry's requests for a product that addresses the unique needs of the sector, WGSN Beauty covers four key components of beauty product design: skincare, colour cosmetics, fragrance and hair care. These, together with WGSN's unparalleled consumer insight across all audiences, provides brands with the right information at the right time so they can develop their next generation of instant-hit and long-term hero products.

**Carla Buzasi, Managing Director, WGSN**, commented: "Companies are searching for their next 'hero' product that will attract consumers' attention. WGSN's new beauty forecasting service is designed to help them create it.

"Our industry experts deep-dive into the areas that matter most for new product development teams, giving them intelligence about what will affect the market long-term, and how to design successful products with staying power. Alongside this, WGSN's in-depth consumer insight across all target demographics will give our beauty customers confidence that they are launching just what the consumer needs."

**Jenni Middleton, Director of WGSN Beauty**, adds: "The response to WGSN Beauty in the year since launch has been phenomenal, and our global clients have been asking for access to more of this content in their own languages so their teams can make the most out of our forecasting service. We're delivering this to support our customers worldwide and help them make commercially successful decisions about product development."

In times where language is more important than ever, WGSN Beauty is now available in English, Simplified Chinese, Spanish, Portuguese, Korean and Japanese.

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**About WGSN – the global authority on trend forecasting**

WGSN is the global authority on consumer and design trends, helping brands around the world create the right products at the right time for tomorrow's consumer.

Our trusted consumer and design forecasts power outstanding product design, enabling our customers to create a better future. Our services cover consumer insights, fashion, beauty, interiors, lifestyle, food and drink forecasting, data analytics and expert advisory.

WGSN is an Ascential company. Visit [wgsn.com](http://wgsn.com)

**About Ascential**

Ascential (LSE:ASCL.L) is a specialist information, data and analytics company that helps the world's most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in three disciplines:

- **Product Design** via global trend forecasting service **WGSN**
- **Marketing** via global benchmark for creative excellence and effectiveness **Cannes Lions** and **WARC** and strategic advisory firm **MediaLink**
- **Sales** via e-commerce-driven data, insights and advisory service **Edge by Ascential**, leading managed services provider for Amazon **Flywheel Digital**, the world's premier payments and FinTech congress **Money20/20**, global retail industry summit **World Retail Congress** and retail news outlet **Retail Week**

Ascential also powers political, construction and environmental intelligence brands **DeHavilland**, **Glenigan** and **Groundsure**.