



The WGSN Edit: 10 Global Issues That Count In 2010.

Juliet Warkentin
Content Director, WGSN



It is with great pleasure that L’Oreal Melbourne Fashion Festival welcomes back Juliet Warkentin, Content Director of WGSN. Juliet will follow up from her highly successful 2009 “Brave & Smart” presentation.

This year Juliet will present **The WGSN Edit: 10 Global Issues That Count In 2010.** Using the WGSN integrated approach to information, Juliet will share with the audience her insight into the key drivers affecting design-led businesses, from apparel product development to retail and consumer trends in the coming year.

Juliet Warkentin is a communications strategist, marketer and editor. She has introduced change programmes, worked on brand regeneration and managed client relationships at a senior level in many of the industry’s top companies.

Since 2007 she has led WGSN’s content strategy across web and consultancy, heading a team of 110 experts in four creative hubs. She is the senior content contact for clients across the world and has spoken at industry events in Paris, Hong Kong, São Paulo, Seoul, Tokyo and across Canada.

Before joining WGSN, Juliet spent five years as Editorial Director at Redwood, the UK’s leading publishing agency, producing editorial content for clients including Harvey Nichols, Marks & Spencer, Sotheby’s, Virgin, Boots, British Telecom, The Co-Operative group and the NSPCC. Previously Juliet was a partner at creative strategy consultancy The Fourth Room, working with Coca-Cola UK and RHM, and was Managing Director, Marketing and Internet Development at the Arcadia Group.

Her editorships include the UK edition of Marie Claire, UK fashion trade bible Draper’s Record and Toronto Life Fashion in her native Canada.

Join us in the heart of the L’Oreal Melbourne Fashion Festival at the Atlantic venue, Central Pier, Docklands for this WGSN hosted event.