

The graphic consists of several overlapping rectangular boxes in a light red color. The words "press release" are written in a bold, red, sans-serif font across the center of the overlapping boxes.

press release

FOR IMMEDIATE RELEASE

Contact:
Deborah Levine
dlevine@californiamarketcenter.com

**CALIFORNIA MARKET CENTER AND WGSN TO PARTNER - STARTING AT
AUTUMN 2010-WINTER 2011 LOS ANGELES INTERNATIONAL TEXTILE SHOW**

Los Angeles (September 1, 2009) - The **California Market Center** (CMC) and leading online trend forecasting company, **WGSN** will form an exclusive partnership beginning with the upcoming Los Angeles International Textile Show (LA Textile) taking place September 30 – October 2, 2009. The partnership activities will continue through the Spring 2010 Los Angeles Fashion Market (October 16-20, 2009). During the Los Angeles International Textile Show, WGSN will be the preeminent trend forecasting expert, providing attendees and exhibitors with color and trend insights on-site as well as pre and post show.

During the Los Angeles International Textile show, The WGSN Fall/Winter 2010/11 colors & trends forecasts will be showcased and featured continually. From pre-show trend stories, to on-site mood boards, to color guide reference guides (printed in directory book), to an expansive trend gallery, the attendees and exhibitors at the LA Textile Show can expect a full and cohesive trend forecasting experience.

“WGSN is excited to be working with the California Market Center, a key resource for the fashion and style industries in a city recognized the world over for setting influential trends. Partnering with the Los Angeles International Textile Show and their vendors allows us to bring WGSN’s detailed global trend analysis to life and show visitors WGSN forecasts in action, complete with fabric samples from innovative textile manufacturers,” says Sally Lohan, Content Director West Coast, WGSN.

WGSN will also be presenting a seminar Friday, October 2 from 9:30am to 10:45am to expound further upon the forecasts found throughout the show.

“WGSN is the most respected and established online trend forecasting services in the Textile, Fashion and Interior Design industries. They are a notable complement to the directional and quality resources available at the Los Angeles International Textile Show. WGSN will provide invaluable trend and color analysis to the attending designers and manufacturers. We are looking forward to this collaboration and to creating an inspirational show,” said Chelsea Matthews, Senior Tradeshow Manager of the LA Textile Show.

The Autumn 2010-Winter 2011 Los Angeles International Textile Show will take place from September 30 – October 2, 2009. The LA Textile Show will be co-located with Material World & Technology Solutions at the California Market Center, creating the industry’s largest, most comprehensive marketplace for fashion textiles, home furnishings textiles, sourcing, global fashion production, and supply chain resources on the West Coast.

WGSN is the world's leading fashion and style forecaster. WGSN’s 36,000 customers across the apparel, style, design and retail industries — from major international brands to individual designers, trust WGSN to provide accurate trend forecasting, insightful trend and market analysis, global fashion expertise, research and strategies on products, brand extensions, market opportunities

and branding. WGSN clients include: Every one of the Fortune 500 apparel brands, 18 of Business Week's 25 most valuable brands worldwide, 88% of the world's Fortune 2000 style & fashion retailers. WGSN is a brand of Emap.

###