

WGSN x MADE.com

Case Study

Ruth Wassermann, Head of Design at MADE.com talks about how WGSN trend forecasting services helped MADE.com develop their collections and validate their design ideas.





WGSN + MADE.COM



“WGSN helps me ensure I am going in the right direction and gives me eyes on the ground everywhere I need to be globally.”

— Ruth Wassermann, Head of Design, [Made.com](https://www.made.com)

Ruth leads a very dedicated team of designers at Made, a design-led brand. As the business expands globally and into new lifestyle categories, Ruth is charged with combining creativity with commerciality. **She relies on WGSN to develop her knowledge of global trends, consumer preferences and product styles.**

Getting Out of the Design Bubble



Made is a design-led brand. The brand promises to offer design at affordable price. They enable their customer – who are urban, youthful and modern - to curate their own home. Ruth's team is made of very dedicated designers that are influenced by trends, the city they live in, arts, culture. They work hand in hand with the buying team to ensure everything they produce has a commercial appeal. **For Ruth, using WGSN at the end of her design process helps her and her team “ensure we are going in the right direction.”**

Without WGSN, ***“I would feel nervous, as if I lived in a bubble,”*** she adds.

"We Need to Have Eyes Everywhere, Globally"



Made started in 2010 in London. But the business is already present on international markets and plans to become a truly global brand. Finding similarities in consumer taste and product styles **enables them to produce for an international market.**

"We can't be everywhere... which is why we need help from WGSN. They have eyes and ears on the ground everywhere."

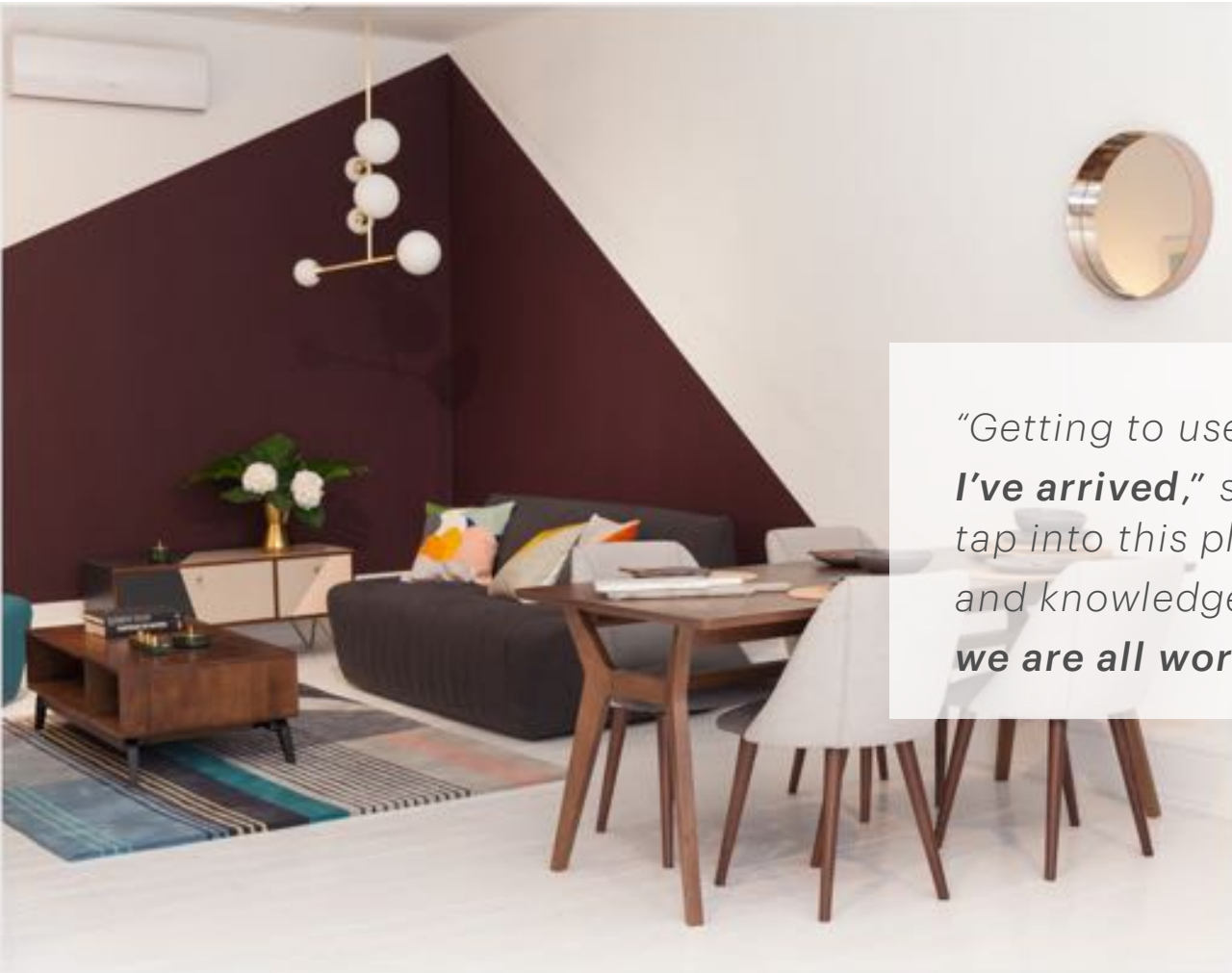
"Design Needs to be Approached Strategically Today"



Made aims to be a complete lifestyle brand and develop products beyond furniture. Operating on a rolling launch schedule, rather than seasonal drops, and across multiple categories, **they need a strategic approach to design and product development.**

*"Using WGSN trends enables us to align our internal teams, tell cohesive stories, and **give the final touches** that really escalate Made's product offering."*

"I Feel Privileged I Can Tap Into Creative, Talented Experts"



Creative collaboration is at the heart of Made. In fact, they create 20-30% of products in collaboration with external, talented designers. WGSN helps expand their collaborative efforts, helping them leverage a **global network of trend experts** as part of the journey.

*"Getting to use WGSN, **makes me feel like I've arrived,**" she says. "I am privileged to tap into this platform of talented, creative and knowledgeable experts... **it feels as if we are all working together.**"*

WGSN for Your Business



WGSN's subscription and consultancy services include **market-leading trend forecasting** for the creative industries, **design validation** and **big data retail analytics**.

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