

Case Study

WGSN x Milagros



Milagros, an apparel and accessories manufacturer based in Hong Kong with clients in the accessible luxury market, has used WGSN for more than 10 years.



“As a proven forward thinker, WGSN never fails to surprise us with new and insightful trend forecasts and analysis.”

Camellia Chan, Director & General Manager, Sales & Production Management at Milagros

Introduction

Since Camellia joined Milagros over 20 years ago, she has witnessed the company's revolutionary transformation from being a trading company to becoming a multi-category, full-service provider with their own manufacturing facilities. Throughout this journey, one thing has remained constant: Milagros provides exceptional products and service at a great value. This in turn has provided Milagros long-lasting partnerships with their existing clients, and these business relationships often turn into life-long friendships. Based on this priceless network of relationships, a constant stream of enquiries from new clients ensue, often through referral and word-of-mouth. This helps Milagros remain in the forefront, vibrant and relevant. What differentiates Milagros from the rest is their focus on emerging trends -- in product, consumer behavior and otherwise. Camellia turned to WGSN for help not only for fashion design inspiration, but also for local consumer insight. WGSN's productivity tools including the image library are also solid tools that the design team relies on heavily.

Knowing your client

"Here at Milagros we understand who our clients and partners are. Our multicultural team members have been trained to have an international mindset. We understand the nuances and different demands of the various cultures we deal with. Not only does our team make regular travels to the key cities where our clients and factories are represented, we have also over the years invested in having our team spend extensive periods of time outside of Hong Kong for full-emersion experiences," says Camellia. WGSN, whose global footprint spans 16 countries, enables Milagros to better understand their clients. "I love how WGSN provides a multicultural view, giving me an in-depth understanding of the people, culture and the socio-cultural trends of those whom we work with."





Growing the business

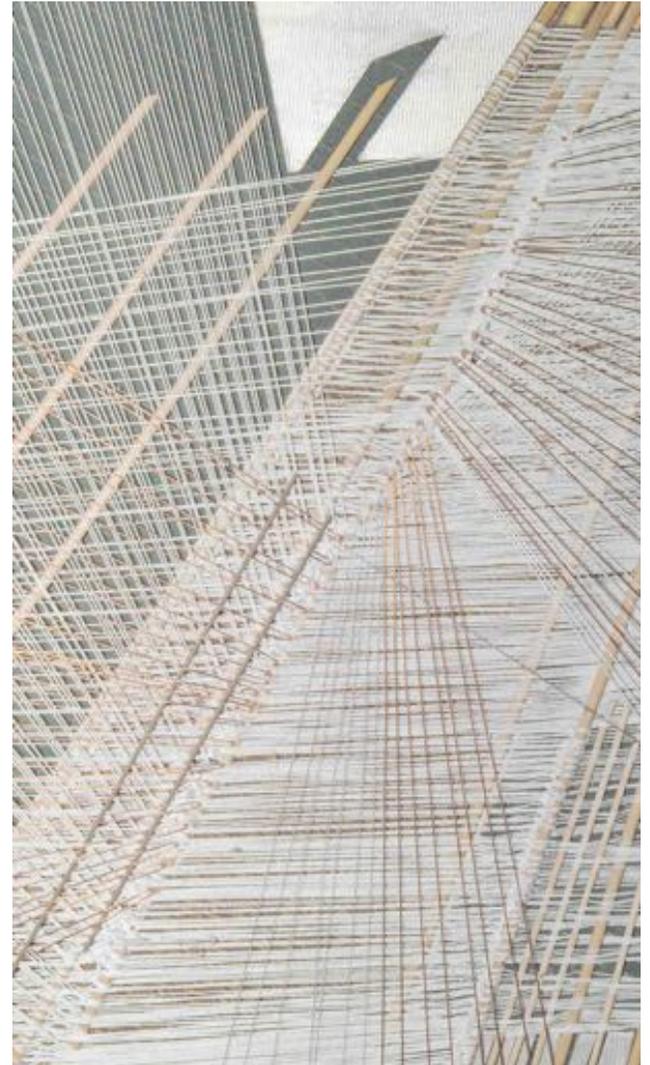
“With WGSN’s trend forecasts, we are able to stay innovative in a fast-paced market.” Milagros recently expanded their business and scope of service, including business incubation and the spearheading of design and production for fashion start-ups. One of such examples is The Lovely Tote Co. with Amazon. It has helped Camellia greatly to devise business strategies and determine product direction with greater speed and confidence.

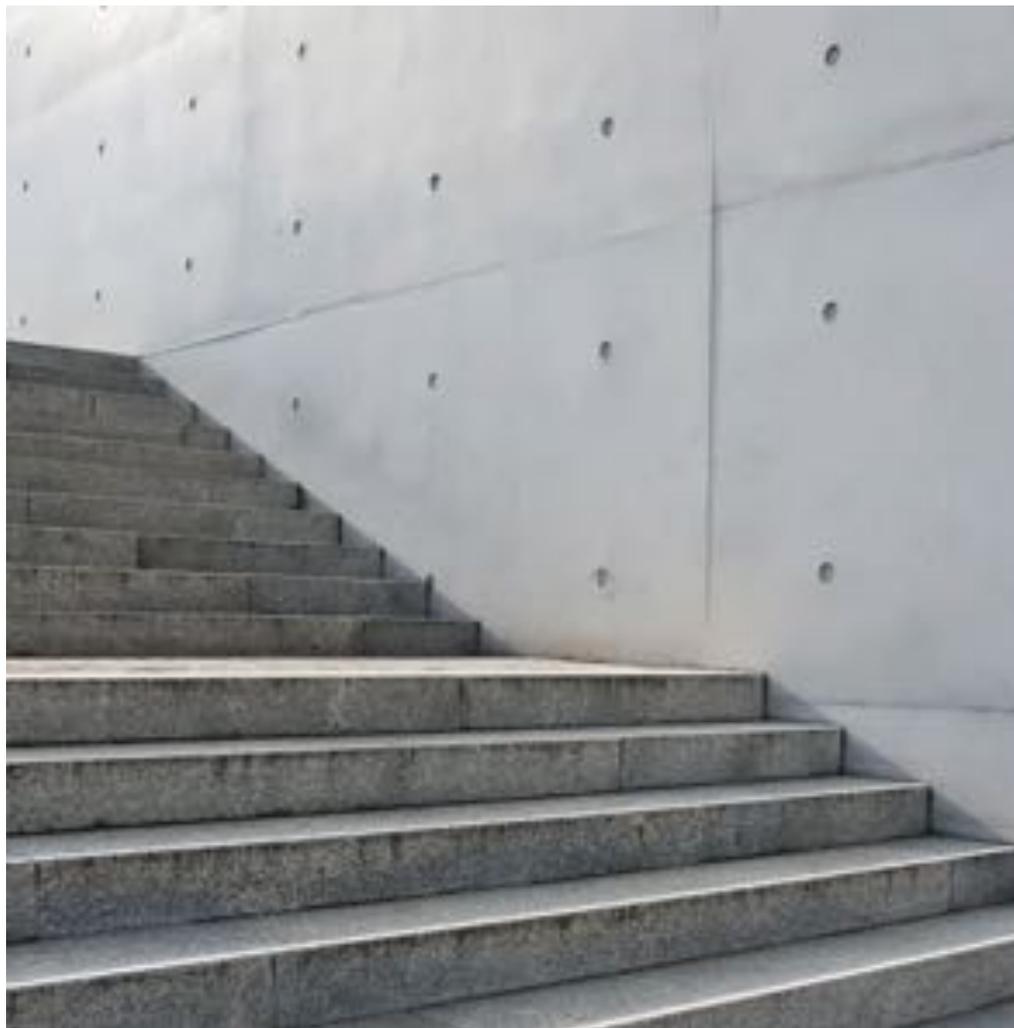
Spend less, gain more

Another useful tool that the Milagros team finds indispensable is the WGSN's trade show, fabric and color forecasts. These reports help to save time and expenses, and are also very insightful with its professional editing and point of view. "In the past, we would have to visit the trade shows around the world in person, followed by weeks of transferring and sharing of notes, analysis and discussion within the team across different time zones. Now it's all done in just a few clicks with the help of WGSN," she adds.

Twice a year, Milagros' fabric team produces a fabric trend book with the newest prints and fabric direction for their clients, using WGSN's image library and trend reports amongst other resources. "WGSN remains to be the foundational reference for which we base our research on. The Milagros fabric trend book is a platform where our team can create our unique offer in the market at the beginning of each season, and it has certainly caught the attention of and earned a special place in our clients' radar. It is something our clients would often reference to, sometimes even years later," says Camellia.

Last but not least, Camellia is really impressed with the quality of the WGSN client-servicing team in Hong Kong. "The level of response of the client servicing team, both in terms of speed and quality, has really made an impression on me," says Camellia. A rapport has been built between the two parties, and the user-experience is greatly enhanced by the human touch. "Offering help and suggesting ways to improve, that is the true value of WGSN that I find worthy to invest in." concludes Camellia.





How Milagros benefits from using WGSN

- Provides local insight to help them win global clients
- Validates their product and trend direction
- Saves travel and sourcing costs
- Gives her team weeks of research time back to focus on servicing the clients and growing the business
- Offers support through a fully-integrated client servicing team in Hong Kong

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**.

[Request a
product tour](#)

