

Case Study

# WGSN x Shinkong Textile

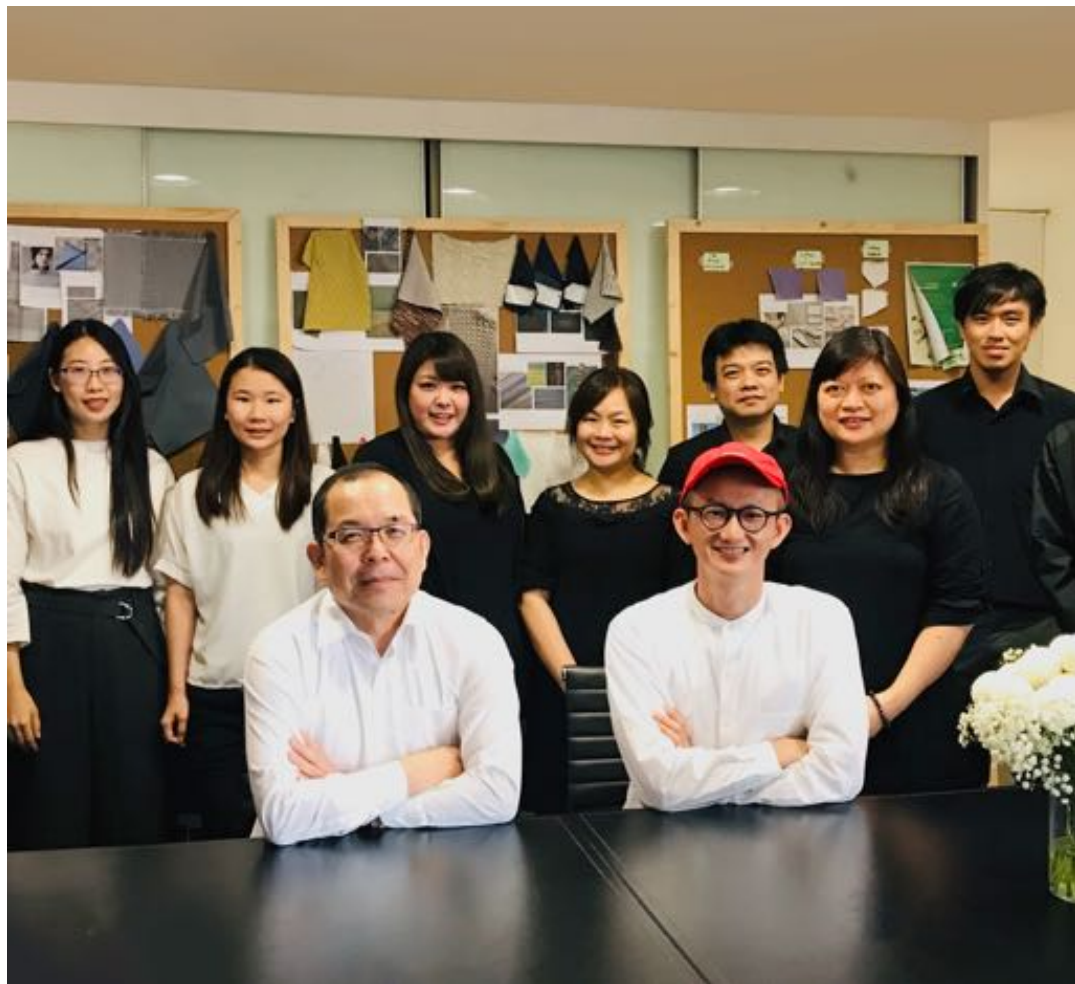


Established in 1955 in Taiwan, Shinkong Textile creates revolutionary functional fabric as a foundation for premier brands in apparel, outdoor clothing, sportswear and urban fashion around the globe. Since 2013, Shinkong Textile has turned to WGSN for inspiration for textile innovation and up-to-date market trends via both trend reports and seasonal interactive workshops.

# Innovation is the only way

As the leading textile provider in Taiwan for many years, Shinkong Textile needs to stay at the top of an increasingly challenging marketplace. To do this, they look not only at textile innovations and style advancements, but use WGSN to stay ahead of consumer mindsets. For example, using WGSN enabled Shinkong Textile to capture interest in the athleisure trend. "Yoga pants are not merely for yoga anymore, people want to grab a drink in those same pants afterwards," says Shinkong Textile General Manager David Chiu. By capitalising on this movement, Shinkong Textile was able to expand its market share in three key categories: outdoor clothing, sportswear and urban fashion.





## A true partnership

The experts at WGSN speak the same language as the creatives at Shinkong Textile, which, according to David, ignites creativity in his team. To kick off its season, Shinkong Textile turns to the consultants at WGSN Mindset to deliver specialised textile information in an interactive format. "We don't just listen to whatever people feed us, we look to WGSN to brainstorm and exchange new ideas and knowledge," says Aubrey Chen, Creative Director at Shinkong Textile. The full-day workshop encompasses market updates, seasonal trend forecasts and in-person workshops to review fabric developments.

# One definitive resource

In an era of information overload, just finding the right information can take – and waste – hours. WGSN enables Shinkong Textile to find all the information it needs, in one place, saving hours of research and resource time. “WGSN’s trend forecast insights and updates are extraordinarily well-organised by category and segment. It’s like an online trend encyclopedia where you get everything you need,” says David. “Every morning I review the latest WGSN reports and distribute a curated daily update to all employees at Shinkong Textile.” He adds: “I believe that keeping employees abreast of trend forecasts and market updates is vitally important to empower confidence, help them make better decisions, and realise their true potential.”

**“It’s the breadth and exclusivity of fashion trends and insights from WGSN that amaze us the most. This also fosters idea-exchange among different divisions.”**

- David Chiu, General Manager,  
Shinkong Textile





## How Shinkong Textile benefits from WGSN

- Breadth and depth of trend insights and analysis saves time and resource
- In-depth consumer insights empower innovation at a strategic level
- Daily trend information instills confidence within the teams
- Workshops create a spirit of innovation and idea-exchange throughout the company

# WGSN for your business

By staying ahead and informed, you can create the future you see – and want – for yourself, your business and your consumers. With over 250 trend forecasters and data scientists globally, our subscription and consultancy services help 6,500 businesses stay relevant and find their next growth opportunities. Together we create tomorrow.

