

press release february 2004

kjaer global's women's antenna is changing.

Combining the virtues of two of our publications, **women's antenna** and **trend & concept**, we at kjaer global have decided to improve our fashion trend book through a new concept. The book will still be known as **women's antenna** and published in February, following the Global Influences.

Today we no longer talk about fashion and mass-produced identity; focus has shifted towards a desire for expressing individuality through unique closing instead. The new **women's antenna** will mirror this change, working in-dept with the seasonal concept, visualised through inspiring images, colour combinations and material samples.



The essential tool for the fashion and beauty industry

As an essential tool for the fashion and beauty industry, along with the advertising and marketing world, our new **women's antenna** represents a cross sector spanning fashion, textiles, beauty, accessories and lingerie.



Make-up and beauty pages

The kjaer global **women's antenna** will in the future be in the same format as the **global influences** publication and consist of:

- Mood boards
- Colour charts and combinations
- Patterns and textures
- Lots of large material swatches
- Fashion styling and key details
- Key items sketches for each them
- Lingerie and intimate wear
- Make-up and beauty
- Accessories
- A2 poster overview of themes
- CD ROM presentation of themes



Mood and colour pages

The price of the new **women's antenna** is **£675.00** for a single book and **£1,150.00** for a subscription.

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