

INTERNET

## Women's Wear Daily targets global market through site transformation

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By RACHEL LAMB

Fairchild Fashion Media's Women's Wear Daily is attempting to reach a more global market with a brand-new Web site and plans for more extensive coverage.

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WWD's new site includes easier-to-find articles, image searches, more extensive global coverage and all-hours breaking news coverage from around the world. The new site was revealed yesterday.

"We're in the process of redesigning every publication that we do, starting with Women's Wear Daily, and it was time for a fresh look," said Ed Nardoza, editor in chief of **Women's Wear Daily**, New York. "It's partly because of the soul-searching that every news-oriented publisher is facing with the advent of the digital medium.

"It forces you to rethink your mission and who you are and whether you change any of your values, and we decided pretty strongly that you are not changing your values, but what is changing is the acceleration and the technology," he said.

"That led us to look at every aspect of what we do and we decided that we wanted a Web site that was more current, more responsive and more global."

Fairchild Fashion Media, a unit of Conde Nast, publishes WWD.

## Catching eyes

WWD has dramatically changed the interface of its Web site.

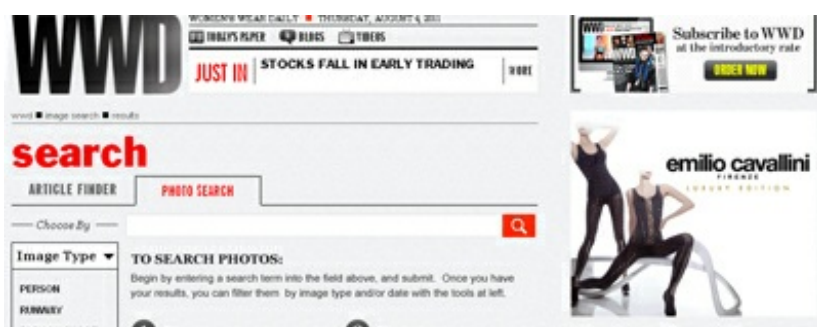
The old site had a black background with white lettering. The most recent and breaking news stories were introduced in a moving section at the top of the page.

The new site has a white background that stretches down the page with larger images.

WWD is focusing on covering a wider range of industry news through an easier-to-navigate homepage with instant access to all markets and round-the-clock breaking news updates.

To achieve this, WWD's correspondents in Europe and Asia will be breaking news in real-time when they receive information using the "Just In" visual ticker on its pages.

This is crucial, since so much of the industry is in Europe, Mr. Nardoza said.



### *The WWD "Just in" ticker*

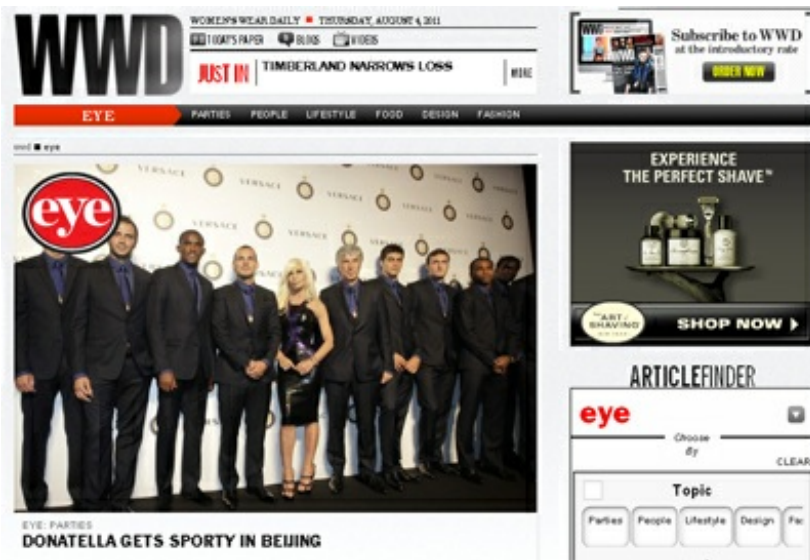
Additionally, the publication is changing up the drop times for its newsletters, which formerly came in at 5 a.m. Eastern Standard Time and are now coming in later in the morning.

The newsletter times are going to continue to change as WWD works out its publishing times, per Mr. Nardoza.

The new WWD includes improved search capability and database with more images to enhance the visual experience.

Readers are now able to browse through a directory of people and companies.

WWD is increasing its party coverage with the new "Eye" channel and an improved "Runway" channel that examines the newest fashions from the catwalk.



## WWD's Eye page

Readers are able to search articles and images from the business section of the publication, in addition to an industry calendar.

Finally, there is a portion at the bottom of the page that shows the latest WWD print issues so consumers can access the most recent PDF versions.

## Changing platforms

WWD's print publications are being steadily redone, but they are not getting as major a facelift as its digital counterpart.

"The [print] Daily is not the older sibling that is getting ignored by the new [digital] baby," Mr. Nardoza said. "We will have to pick and choose what goes in the print issues because there is a space issue that we do not have online.

"Digital is all anyone talks about, but there are a lot of people out there who do prefer that [print] medium," he said. "We are fully dedicated to the paper being as vibrant and provocative in the Web site."

Additionally, WWD will continue tweaking its digital interface. This will also include additional free coverage for non-subscribers.

For instance, non-subscribers can now view articles in Memo Pad, Eye, Fashion Scoops and Women's RTW collections.

There will also be some selected news stories and occasional sponsored content that can be accessed by everyone.

WWD subscription packages will be changing, especially when WWD releases its mobile application, which it claims to have out by the end of the year.



### *The Runway collection*

“We feel that a lot of our readers are multiplatform, especially because it’s a global business and they are moving around a lot,” Mr. Nardoza said. “This way, they will have full access no matter where they go.”

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*