

Women's Wear Daily

What is it?

For 100+ years, Women's Wear Daily (WWD) has been the daily media of record and THE industry voice of authority for senior executives in the global women's and men's fashion, retail and beauty communities and the consumer media that cover the market. Often referred to as "the fashion bible," WWD provides a balance of timely, credible business news and key fashion trends to a dedicated readership of retailers, designers, manufacturers, marketers, financiers, Wall Street analysts, international moguls, media executives, ad agencies, trend-makers and socialites. As an increasingly complex marketplace heightens the need for information and competitive intelligence, WWD delivers with frequency, integrity, independence, spirited coverage and a long tradition that demands staffers get the story and get it first.

How do I access it?

- 1) Go to the library homepage at library.academyart.edu.
- 2) From the drop-down menus near the top of the homepage go to **Find Resources** then select **Online Resources**. Under **Fashion Resources**, you can access the database by clicking on **WWD**.

How does this help me?

Not only does WWD provide daily news on trends and developments in fashion, textiles, accessories, and beauty, it also offers valuable business and financial information for the industry. You can also find fashion show reviews, and a comprehensive board of job listings in the **Classifieds** section.

Particularly useful is the **WWDirectory**. Here is an extensive index of all the designers, people, and companies that you'll come across while continuing your professional research.

To search for articles:

From the database homepage, go to the **Sections** button to the left of the WWD logo at the top of the screen. Near the bottom of the drop-down menu, select **Article Finder**. Enter search terms into the field box provided. Once you have the results, you can filter them by topic, region, and/or time span with the tools at the left of the screen.

Sections

- Fashion
- Runway
- Accessories
- The Markets
- Business
- Retail
- Beauty
- Media
- Men's
- Eye
- Footwear News
- The World
- Video
- Summits

Any more questions?
Please email us through the
Ask A Librarian feature on
the library homepage.