



### What is it?

For over 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](http://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 find fashion show reviews, media market strategy and information on mergers. Additionally, WWD has a comprehensive board of job listings in the Classifieds section, and a Careers section where you can post your resume, receive job alerts and a resume builder to help you create a new resume.

### Sections

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

### Any questions?

Please email us through the Ask A Librarian link on the library homepage.