

"Seasons are so last season" claims Martin McNulty CEO of digital agency Forward3D, the global agency that counts among its clients the likes of Gucci, Net-a-Porter, ASOS and All Saints.

As part the agency's annual study "The State of Digital Fashion" to be published later this month he claims the concept of traditional seasons is as outdated as jumpsuits when it comes to sales.

Ask a designer what the key moments of the year are in the fashion calendar are and they'll say showcasing their Autumn/Winter and Spring/Summer collections. Ask your average fashion obsessed 22 year old and they'll say the key events in the fashion calendar happen 12 times a year...each payday.

Forward3D analysed more than 9.5 million digital interactions per day over the last two years from a host of global fashion brands and produced surprising results in the behaviours of online shoppers. High end retailers still see two big spikes in interest that align with the traditional seasons whereas high street retailers see spikes each month.

Christmas is still huge for all retailers but are brands missing sales opportunities focusing most of their digital marketing budget on the two events a year? The report highlights this with data showing that brands have 74% less opportunity in the form of significantly increased brand interest across the year to take advantage of, compared to retailers. Reallocating digital marketing budget to generate out of season brand interest should be a key focus for brands.

Martin McNulty presented a preview of the report with additional research at the 2013 WWD (Women's Wear Daily) Digital Forum in London on Thursday, 11th July, including:

- How to instill greater urgency within your consumers conversion path
- Surprising gender behaviour that will make you consider your brands tactics
- Why generics cannot be left out of your marketing plans

To receive the report later this month, sign up online at <http://f3d.it/Fashion-Report2013>.

Forward3D are the fastest growing digital agency in the UK and help grow brands through integrated online marketing, advanced analytics and website optimisation. Forward3D promises the next generation of marketing - driving over 200 million monthly visitors, in over 42 markets and over 30 languages for our clients.

Recognised by the Sunday Times as one of the UKs fastest growing private technology companies, Forward3D have grown from 5 employees in 2004 to a 150 strong global team of digital marketing experts in 2013.

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