

## **EDITD ANNOUNCES 10 INSIGHTS FROM SS12, BASED ON 25m SOCIAL UPDATES**

**London - 11 October 2011** - EDITD, a company that has developed a quantitative way to monitor and report on fashion, today announced its season report for Spring/Summer 2012.

25 million tweets and updates covering fashion weeks in New York, London, Milan and Paris over a month were analysed to give a unique, definitive overview of Spring/Summer 2012. The result is an interactive report that includes top 10 lists, a full online buzz report, images and an amazing interactive colour chart showing what colours to expect next season.

Julia Fowler, co-founder and head of fashion analysis at EDITD, remarked "Data analysis is how EDITD produces this complete overview of the season so quickly."

Measured by online influence, response and sales forecasts, the **three top designers for SS12:**

1. Chanel
2. Marc Jacobs
3. Prada

**Top three styles:**

1. Retro
2. Feminine
3. Oversized

**Top three prints:**

1. Florals
2. Stripes
3. Checks

See the entire report at: <http://editd.com/reports/ss12/>

### **About EDITD**

EDITD was founded in London in 2009 by Geoff Watts and Julia Fowler. The company was born of Julia's frustration in the lack of provable, factual data on fashion and Geoff's expertise in building technology that exploits big data. EDITD is an innovator in real-time analysis for the luxury, fashion, and apparel industries. The company helps fashion-focused companies accurately understand their customers and competitors, both in real time and in the future. Brands and retailers use EDITD for market intelligence and competitive benchmarking, including pricing, styling, stock levels and consumer sentiment across retailers, brands and geographies. More than 2,000,000 products and 300,000 new opinions are measured by EDITD every day. These factual insights allow businesses to identify and act on trends instantly, basing decisions on actual market demand rather than opinion and intuition. EDITD has specific applications for product, sales, design and merchandising. Contact: [hello@editd.com](mailto:hello@editd.com); @EDITDtweets.

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