



I am writing to inform you of changes we are making to our delivery of WGSN to all Academic and Educational Institutions.

These changes are designed to safeguard our intellectual property while ensuring our 'EDU' customers maintain affordable access to WGSN's trend forecasting insights which are essential for teaching in fields like fashion, design, marketing, consumer behavior, and innovation.

Following a global review of our account users – and particularly those in the EDU sector, WGSN have identified ongoing theft and unauthorised sharing of our data and insights:

- Unauthorised reselling of WGSN accounts online
- Repeated creation of WGSN clone website
- Reselling individual reports
- Abusing IP addresses of Universities and Colleges

**The following changes will be made within the product:**

- 1) A six month embargo will be placed on WGSN content (reports, images and WGSN Original Assets) for EDU customers. This practice is protective of IP and business-critical lead time and consistent with education-first licenses across information providers.
- 2) Downloads will be available for Images and Spaces subject to our terms and conditions, but be removed for WGSN reports.
- 3) Fashion Buying tools will continue to be available.

**The following changes will be made regarding access to WGSN:**

- 1) All accounts tied to personal email addresses (outlook/hotmail/gmail etc) and email addresses not matching the email domain on the account will be removed no later than August 15th 2025.
- 2) To ensure enhanced security and controlled access, we will phase out anonymous IP-based access by the end of September 2025. This includes shutting down auto-registration and proxy access.

**The two authorised ways for your institution to access WGSN will be either:**

- 1) **SSO** – SSO-Integrated Access with access handled by the University's Identity System.

To start the SSO setup process, please email [sso@wgsn.com](mailto:sso@wgsn.com) and include the IT contact from the University.

- 2) **Traditional Account** – (Username & Password) with an expiration date of 4 years from the date the user was created.

To add users in bulk, please use the template attached here: [Template for Upload](#)  
then email it to [addusers@wgsn.com](mailto:addusers@wgsn.com).

These changes have been made to better protect WGSN intellectual property and to protect our 'EDU' customers and breach of our terms and conditions.

For the avoidance of doubt, all terms and conditions remain unchanged and in full force and effect. I urge you to revisit the EDU specific clauses of the WGSN Terms and Conditions and ensure your users are familiar with the same to avoid potential issues.

Please contact your account manager with any questions or email at [help@wgsn.com](mailto:help@wgsn.com)



Warren Saunders  
Chief Revenue Officer

WGSN



## WGSN for Education

**Teach Strategic Thinking:** WGSN data trains students to anticipate market shifts, a skill highly valued in industries like retail, beauty, interiors, and tech.

**Empower Student Research and Creativity** Students are expected to produce work that is both innovative and grounded in global context.

### **Bridge Academia and Industry**

Affordable access to WGSN closes the gap between education and the professional world: Curricula that reflect current trends help graduates transition more easily into industry roles.

**Stay Ahead of the Curve:** Educators can integrate forward-looking trends into curricula, preparing students for the pace of real-world change.

### **Ensure Global Equity in Design Education**

Cost barriers disproportionately affect students and institutions in underfunded regions or disciplines. By offering affordable pricing tiers for universities we:

**Promote Inclusion:** Broader access supports diverse voices in the creative industries.

**Foster Global Collaboration:** Shared trend language enables students worldwide to engage in cross-cultural projects and competitions.

**Future-Proof Talent Pipelines** WGSN helps cultivate the next generation of trend analysts, forecasters, designers, and marketers.

**Wider Talent Pools for Industry:** More students gain the tools and exposure to pursue trend-based careers.