

## Top fashion cities of 2007/2008 named in Global Language Monitor survey

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The Top Fashion Cities of 2007/2008 have been named by the Global Language Monitor in its annual global survey. Topping the list for 2008 are New York, Rome, Paris, Milan, London, Los Angeles, Sydney, Las Vegas, Berlin and Tokyo. Madrid (No. 15), Stockholm (No. 20), Cape Town (No. 23) and New Delhi (No. 24) broke into the Top 25. Falling off the list were Sao Paolo and Bangkok.

Other notable movement included Sydney moving up five spots to No.7 and Dubai jumping up twelve spots to No.12.

"Our yearly rankings clearly reinforce recent trends: the Big Five (New York, Rome, Paris, Milan, and London), far and away dominate the world of fashion, especially in the eyes of the print and electronic media, as well as on the internet. At the same time, the second tier of the cities in the world fashion rankings are coming on strong," said Millie Lorenzo Payack, Fashion Correspondent and Director of the Global Language Monitor. "And, by the way, money spent on media outreach can, indeed, make a difference; witness Dubai." The world's business is estimated to be close to one half trillion USD. Regional rankings are provided below.

This exclusive ranking is based upon GLM's Predictive Quantities Index, a proprietary algorithm that tracks words and phrases in print and electronic media, on the Internet and throughout the blogosphere. The words and phrases are tracked in relation to their frequency, contextual usage and appearance in global media outlets.

The Top Fashion Cities, 2008 ranking, last year's rank, and commentary follow.

1. New York (1) - No. 1 for the fifth year running.
2. Rome (2) - The Eternal City, again, a strong No. 2.
3. Paris (3) - Perhaps No. 1 in the world's hearts and mind - but not the media's.
4. Milan (5) - Overtakes London in this survey.
5. London (4) - The Elite Five far outdistance the rest.
6. Los Angeles (6) - LA knocks on the door of the Elite Five.
7. Sydney (12) - Sydney makes a huge move, breaking into the Top 10.
8. Las Vegas (9) - The intense media spotlight improves Vegas's ranking.
9. Berlin (11) - Berlin continues its very strong presence.
10. Tokyo (6) - Tokyo remains the capital of the Asian Fashion Industry.
11. Hong Kong (8) - Threatening to move ahead of Tokyo.
12. Dubai (24) - Massive marketing fueled by petrodollars can make an impact.
13. Shanghai (14) - Vies with Hong Kong for the lead in China.

14. Singapore (10) - Significant fashion infrastructure keeps its ranking strong.
15. Madrid (New) - Reasserts the Iberian fashion lead over Barcelona.
16. Moscow (16) - Firmly ensconces itself in the Top Twenty.
17. Santiago (19) - Leads Latin America.
18. Melbourne (15) - Take a second seat to a high-flying Sydney.
19. Stockholm (New) - First Scandinavian on the list.
20. Buenos Aires (22) - Traditional leader in fashion continues to move up the rankings.
21. Johannesburg (23) - Joburg improves two spots.
22. Mumbai (18) - Mumbai again leads the Subcontinent.
23. Cape Town (New) - Joburg's rival is new to the list.
24. New Delhi (New) - New Delhi makes the List, but still is outpaced by Bollywood.
25. Barcelona (13) - Still in the Top Twenty-five though Madrid has strong lead.
26. Miami (New) - Makes the list on its leadership in swimwear.
27. Krakow (25) - Share the neo-Bohemian spotlight with Prague.
28. Prague (New) - No neo about this rising center of fashion.
29. Toronto (New) &mdash; First Canadian city on the list; Montreal just missed the rankings.
30. Rio de Janeiro (20) - Strong Latin American No. 3 outpacing Sao Paolo.

Others in the rankings included Copenhagen, Montreal, Sao Paolo, and Bangkok

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