



Shop Scouting®  
World Wide



# ShopScouting® WorldWide



# Shop Scouting WorldWide

This is a program that selects **the best shops in the world for lingerie and beachwear**, discovered through a vast operation of **international scouting**.

## Today

**Launched in 2000**, and steadily growing ever since, **SSWW is now a solid organization**, thanks to the support of the editorial departments of the specialized press group **Network Dessous** and the cooperation of an international network of **Shop Hunters**.

## Selection

The shops selected are distinguished by their **innovation, style and uniqueness**. Their peculiarities and the factors that make them so successful are identified by the **four different categories**.  
**Concept Stores, Reference Shops, Personal Touch Shops, Brand Name Shops**

## Advantages

**More than 250 shops** selected every year are published in articles devoted to them **in the magazines of the Network Dessous Group**.

The best shops appear in **video presentations**, are proposed at conferences, workshops and fairs in the sector, guaranteeing them **excellent visibility** and a **strong media return** at a world level.

## The Book

In 2007 the SSWW program published a special edition entitled The Book, an inspiring **collection of photographs with 200 pages** in color, complete with **text in Italian, English and French**, presenting some **100 of the most prestigious shops in the world**.

## The Community

On the wave of the success that followed the publication of SSWW - The Book, comes **SSWW – The Community**, with advantages and privileges especially conceived for the finest shops that participate in the program:

**Vip Welcome** at the Network Dessous stands at international trade fairs in Paris, New York, Las Vegas and Shanghai

**Vip pass** for special events, galas, presentations and previews

**Hot line** – information and immediate contacts

**Special editorial services** – reports and articles about events in the stores



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## **Shop Scouting WorldWide the best in world retail**

Become a member of the circuit of excellence  
Visit [www.networkdessous.com](http://www.networkdessous.com) section SSWW  
and send us your spontaneous candidature

Purchase Shop Scouting WorldWide – The Book on  
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