

***Women's Wear Daily* to become weekly**

NEW YORK CITY, US: *Women's Wear Daily*, the authoritative newspaper for the fashion industry, will become a weekly from next month, breaking more than a century of tradition.

The 105-year-old *WWD* will end its run as a daily on April 24 and launch a new weekly edition on April 29.

To fill the gaps for news-hungry fashionistas, *WWD* will boost its online content, according to a message to its readers online Thursday.

"To be clear, this doesn't mean we're discarding daily journalism," the statement said.

"On the contrary, we're doubling down with an enhanced and invigorated [wwd.com](http://www.wwd.com) where you'll see deeper editorial content, more breaking news and more stories around the clock."

The move comes with much of the print media under pressure to adapt to a new landscape where most readers get information online, with print advertising revenues dwindling.

"In some ways, this change may seem like a technology story, but ultimately, it's about content," the message said.

"And about servicing you, the reader, more efficiently and more comprehensively."

Source: AFP, via I-Net Bridge

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