



Lady Gaga beats other influencers as key fashion icon

London, 8th January 2009: The latest poll results from WGSN (www.wgsn.com), the world authority on current and future style trends, revealed Lady Gaga to be the biggest celebrity influence on fashion at the moment. The singer won more votes than the other four nominees combined to lead with a 55% share of the poll.

Supermodel-turned-fashion-mogul Kate Moss appears to be much less of an influence than just a few years ago but still managed to come second with 18% of the vote. She was ahead of American First Lady Michelle Obama on 12%, US Vogue editor and one of the most powerful women in fashion Anna Wintour (9%) and actress/Chanel model Audrey Tautou (6%).

"It's no surprise that Lady Gaga came top, nor is the margin by which she led much of a shock. She is the single most influential celebrity for designers from the high-end to the high-street at the moment," said WGSN pop culture editor Alice Leeburn.

"Her favourite designers are Alexander McQueen, Prada, Marc Jacobs, Dolce & Gabbana, and Jean Paul Gaultier and they have felt her influence just as much as they have influenced her style. She has also had an impact on graphics with high-profile 80s-style/punk graphics in monochrome black and white with flashes of fluoro, as well as driving the trend for mirror mosaics at present."

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