



Fashion GPS
22 West 27th Street
New York, NY 10001

Tamara Bonet
Public Relations Manager
Day: (212) 594-2138
Evening: (706) 304-2556
Tbonet@fashiongps.com

Fact Sheet

Mission: The purpose of Fashion GPS is to become the primary digital tool for managing fashion samples and collections both in house and events. Today, thousands of users in over 20 countries rely on our services to overcome everyday obstacles in the fashion industry.

- **Product Name:** Fashion Link-Up
- **Available Platforms:** IOS, Android, Google, Windows
- **Angle:** Application will serve as an outlet for users (consumers, designers, businesses) to upload photos of themselves and/or items. They will be asked to provide general information (current location, place and date (frame) of purchase, designer/brand, type of piece). Once information is uploaded, the newsfeed will update and be made public, unless profile is private. Users will be able to follow others and comment on their photos. The difference between this and a traditional photo sharing app is that users will be able to track how many people have an interest in similar items and trends in their local area.
- **The Difference from Poshmart or Instagram:** The application will be used solely as a photo album with supplemental information for the betterment of the consumer. Poshmart is used to sell items and Instagram is used to share photos and gain awareness. Link-Up will only be used as a photo-sharing application with the ability to provide statistics and feedback on popular items. They will also be asked questions on whether or not they like the product, if they would purchase another item from the designer/business, and other business related questions that will only be viewed by Fashion GPS (parent of Link-Up), which will then be itemized and submitted to fashion houses, showrooms, and businesses.
- **Is there a fee?** Designers and businesses will be charged an annual fee to access the software. There is no fee for personal usage.

Fast Facts

- Over 12,000 fashion industry professionals utilize Fashion GPS
- Samples can be requested through the Fashion GPS App
- All inventory is accessed through the Fashion GPS App, once viewed on Fashion Link-Up
- Connects fashion professionals (designers, stylists, editors, publicists) with consumers and businesses
- International Usage, including Canada, France, Italy, London, Japan, and Spain