

## Smartphone Fashion Link-up Messaging Matrix

As a result of the influence of fashion in social media, we are increasing the education of accessories by providing an application that will scan and acknowledge designers and businesses to inform consumers of what they are wearing and how it can be styled throughout the different seasons.

<b>Stylists &amp; Designers</b>	<b>Businesses</b>	<b>Consumers</b>	<b>Media</b>
<p>The Fashion Link-up will allow for designers and stylists to research trends and how they are being worn across the world. It will not only be an outlet to see what consumers deem popular, but will provide a <i>free</i> source of observation that will allow them to make changes to their lines.</p>	<p>The purpose of this application is to allow businesses to see what consumers are seeking. As seasons change, styles transform to what is in season. The application will allow for a more efficient inventory merchandising plan.</p>	<p>This is a user friendly application that will allow traditional consumers to take photos of fashion pieces and find out what is trending in their area. Pieces will include clothing, shoes, and accessories; photos can be linked to social media for immediate results.</p>	<p>Do you foresee some major designers facing difficulty advertising or promoting collections? Link-Up will allow designers are showrooms to grasp what is popular amongst age groups the media caters to. Since designers such as Gucci and Dior advertise in young adult publications, it will give them some type of angle to advertise their company and get consumers motivated.</p>
<p>With this new social app, designers will have immediate access to see how their pieces are trending around the world. Since different regions are attracted to different styles, it is important to have a database of a sort to reference as new collections are being designed.</p>	<p>Businesses like to stay on trend as collections are released. By using this new social app, merchandisers will have the chance to view what is making profit and is popular in surrounding areas.</p>	<p>Fashionistas can unite in a place to call home! By utilizing this application, trend setters can share their thoughts on collections; provide the location where they made their purchases and more. What a better way to showcase your style and set trends than through your very own social media!</p>	<p>Fashion GPS has been featured in publications since its debut in 2006. Now, in 2014, Fashion GPS will provide an accurate way of tracking and surveying consumer purchases in the fashion industry. Not only will publications be able to zone in on trends, but modify to the desires of their audience. Forget the fear of losing circulation by featuring what the audience wants to purchase, not what the “should.”</p>
<p>Tired of extra pieces not moving their way through the warehouse? Stylists &amp; designers will now have a chance to scan pieces and plan events across the country. This will allow businesses and consumers to check out potential designs that will later be produced in new collections.</p>	<p>Businesses will never be late with trends again. Merchandisers can scan Link Up for upcoming collections and trends for their stores. Not only can they locate the latest trends, events are also included so that businesses can see what competitors are considering based on region and season.</p>	<p>Love attending events? Link Up will provide events in real time for fashionistas and consumers to check out for the latest collections (includes sample sales and trunk shows).</p>	<p>Fashionistas want what is ‘in,’ not what’s ‘in’ on the other side of the world. Fashion Link-Up will allow just the right opportunity to reach out to consumers via social media and view others in their area and what they’re deeming as trendy. It’s a great way for consumers to stay on track, but also for the media to accurately place features for each demographic audience.</p>