



FAQ

- **Is there a fee?** Only designers and businesses will be charged an annual fee to access the software. There is no fee for personal usage.
- **How will this software improve business plans?** The purpose of Fashion Link-Up is to create a following and follow trends are relevant to the user. If designers want to see how well a collection is doing in the mid-west, they can modify their search to that region (businesses and consumers). It is also used in merchandise purchases, to limit inventory that is not selling or popular in their area.
- **How will private users (consumers) benefit?** By creating this “social” application, Fashion GPS enables users to create a profile, similar to Instagram or Poshmark, but it is required to identify the brands and pieces in the photo. They will be able to search trending brands, patterns, retailers, etc...in their area and be up to date with fashion. They are also able to look into other areas for trends.
- **Will this effect media coverage?** Media outlets are able to pull statistics from Fashion Link-Up to better prepare their platform. It will give editors and writers the opportunity to bring in real time statistics to better serve their audience.
- **What is the targeted demographic?** Men and Women, ages 16 and up, interested in fashion; writers and editors from print and digital publication outlets; luxury and modest retailers in the United States and Canada.
- **Will Link Up be available internationally?** Fashion Link-up will be available internationally within one year of the domestic release. However, businesses (designers and publications), may utilize the application if their counterpart or home-base is in the United States.