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Fashion GPS to Unveil Fashion Influence App Amongst Designers, Businesses & Consumers

****For Immediate Release****

New York – Fashion Week’s most used technology has expanded their product across the world, resulting in a social media application that will provide not only a fashionable shopping opportunity, but will allow designers and retailers the opportunity to keep track of what is really trending.

Accessory Link-up, an application affiliated with Fashion GPS, will soon bridge the gap between designers and consumers, leading the ultimate fashion relationship online. Similar to photo sharing apps, Accessory Link-Up will allow retailers and designers to see what is trending in each region and make the best decisions for their consumers. Shoppers will also have access to the app, allowing them to take a photo of piece or outfit; Link-Up will ask the name of the brand or designer, their location, and where they purchased the item. Some items, such as clothing and shoes, will have an auto-fill feature that will target the specific designer.

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“This is the next big thing in fashion technology,” founder of Fashion GPS, Eddie Mullon said. “We are excited to unveil Link-Up to our clients and retailers and expect an increase in the presence of fashion technology.”

Accessory Link-Up’s target audience, however, is consumers because they are the reason why fashion is out in the world. The app will allow socialites, fashionistas, and bloggers the opportunity to interact with each other on the top pieces of the week and give feedback to the designers.

“Our goal is to build interaction between the consumer and designers,” Mullon said. “It’s not every day that you have the opportunity to give feedback to designers Chanel or Dior. We have spoken to some of our designers and they feel that this app will provide an 85% increase in feedback within the first six months, and will increase during Fashion Week.”

Aside from Fashion Week and other spotlight events, the company’s goal is to reach retailers prior to events. In addition to luxury retailers, Fashion GPS plans to become part of merchandising in department stores such as SAKS and Bloomingdales, for a more diverse audience and users. The purpose of using the app in-house is to track which trends are selling, where they are selling, and when the line was released to the time of purchase. It will also specify whether or not the item being purchased was on display or on a general sales rack.



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Accessory Link-Up will be available in late-August on IOS and Android devices. Specific details have not yet been release, but final details are anticipated by the end of July.

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