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

Who: Fashion GPS

What: Fashion Social Software Release and Launch Event

When: Tuesday, July 15, 2014 at 6 o'clock in the evening. The press conference will take place promptly, between 8 o'clock and 9 o'clock. A cocktail dinner and dessert bar will be served between 7 o'clock and 10 o'clock.

Where: The Fashion Link Launch will take place at the at The Vermilion NYC, located at 480 Lexington Ave, New York, NY 10017.

Why: Fashion GPS, the world's leading fashion tracking software, will be releasing their latest innovation in fashion software. Founder, Eddie Mullon, will announce his plans for the software and demonstrate the concept behind the software and how it will be of benefit to those in the areas of media, designers, and retailers.