

## **Background:**

Fashion GPS was founded in 2006 in New York City. While working for a leading fashion PR firm, founder Eddie Mullon observed an industry relying on archaic, unnecessarily time-consuming methods. He created a revolutionary solution: **GPS Samples** – the industry's original digital tool for managing samples. Today thousands of users in 20 countries rely on our growing suite of services to power every corner of the fashion industry.

Fashion GPS is consistently acclaimed by the technology and fashion communities. In 2011, we were dubbed Fashion 2.0's "Next Big Thing in Tech". With continued growth and commitment to innovation, we remain the leader in fashion technology. (Fashion GPS Website)

## **Analysis:**

Fashion surrounds individuals all over the world, regardless of knowing it's presence. Fashion GPS has impacted businesses around the world with its sample managing software, but has not made it to mainstream audiences. The company does not have any immediate threats; however, the developing software will face challenges amongst Instagram, Pinterest, and Polyvore.

## **What is Our PR Challenge?**

Fashion GPS is an innovative technology in not only the technology industry, but the world of fashion. Our unique and revolutionary software has made a difference in fashion houses in over 20 countries, in addition to agencies and events. However, with the development of a new software, Accessory Link-Up, the desire to stand out is prevalent in today's world of innovation.

## **Challenge**

- Attaining recognition in the technology industry
- Developing software that is user friendly, both for the public and our clients