



Fashion Link-Up Tip Sheet

Tamara Bonet
Public Relations Manager
Day: (212) 594-2138
Evening: (706) 304-2556
Tbonet@fashiongps.com

Fashion GPS to Release 2nd Fashion Software to General Public

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. Consumers, too, play a vital part in this, as they will be able to see what is on trend in and around their local area. In the meantime, here are 10 reasons to download and utilize Fashion Link-Up.

1. Features favorite brands and current collections
2. Tracks your interests and shows fashions of interest
3. Provides networking within your local area
4. Brands can see specifically what you like/don't like
5. Fashion technology is innovative and provides an outlet to the industry
6. Helps you define your specific style/likes/dislikes
7. Features new inventory at local retailers (luxury and affordable)
8. Application provides insight into the fashion industry, featuring events and upcoming designer collections
9. Stay up to date with national and regional trends
10. Know where to purchase designers, collections, and items of interest