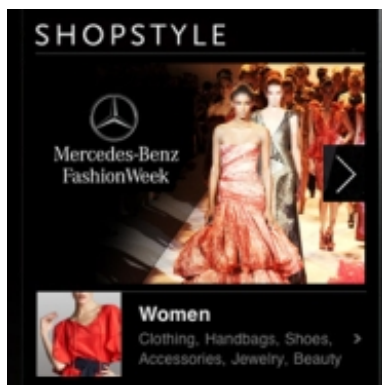


MOBILE

ShopStyle introduces mobile app to complement Mercedes-Benz Fashion Week

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By ELIZABETH ZELESNY

Online shopping destination ShopStyle has launched a mobile application to provide fashion-savvy consumers coverage of the Fall 2011 Mercedes-Benz Fashion Week.

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Luxury Daily

The launch of the new ShopStyle iPhone and iPad application provides consumers with all must-have information about Fashion Week, including feature event details. The application is designed to encourage enthusiasts to experience Fashion Week and access behind-the-scenes coverage from a new and different dimension.

“So while many Web sites, blogs and apps may cover the shows, ShopStyle Mobile is the only app with exclusive content from the event organizers Mercedes-Benz Fashion Week,” said Melissa Davis, vice president of ShopStyle U.S., San Francisco.

“There are so many activities going on during Fashion Week and everyone is busy racing from show to show,” she said. “It can be hard to keep up.”

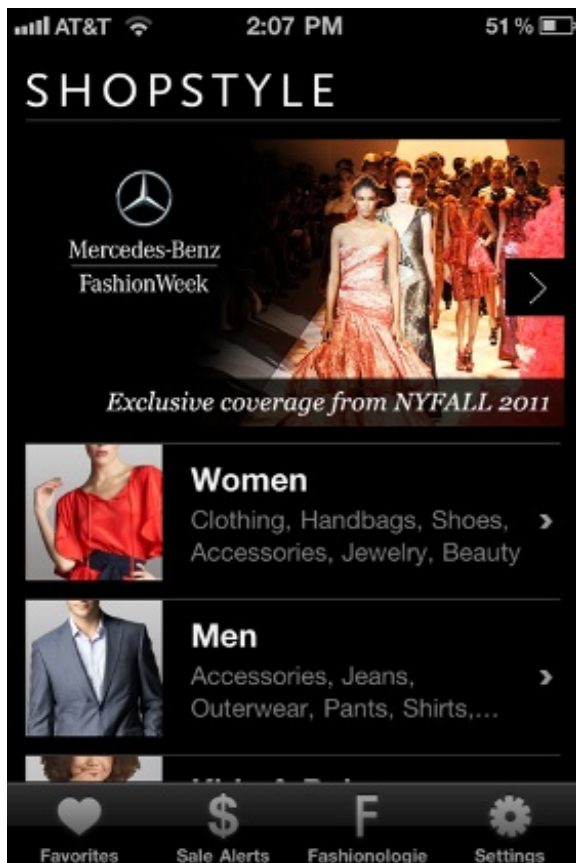
ShopStyle is an ecommerce destination which operates sites in the United States, Britain, France, Germany and Japan. The Web site provides luxury fashion from retailers such as Saks Fifth Avenue, Barneys New York and Net-A-Porter.

The online destination can be found at <http://www.shopstyle.com>. The application is available for free in the App Store.

Going mobile

ShopStyle Mobile lets users tap and swipe their device screen to engage with anything and everything dealing with Fashion Week.

Show schedules, designer profiles, runway photos, event coverage and industry news are all featured within the application.



Application homepage

Consumers can browse through runway photos and daily photos from inside the tents, find the time and location details for all runway shows and read exclusive event coverage.

Designer profiles, which include detailed biographies and Facebook and Twitter account links, are intended to be a means of introducing users to a particular designer or brand.

The application also delivers access to let consumers shop and browse ShopStyle's mobile- optimized Web site.



ShopStyle's Mercedes-Benz Fashion Week categories

This capability allows consumers to interact and shop the Web site, which can lead to sales.

The latest version of ShopStyle Mobile features a mobile sale alert, which notifies the user if individual items or a favorite brand goes on sale.

ShopStyle app

The purpose of this application is to provide consumers with exclusive content from Mercedes-Benz Fashion Week. It also drives future ShopStyle customers to the ecommerce site.

Navigating through Lincoln Center during Fashion Week can be quite a challenge. This application is meant to ease that unwanted stress.

“By partnering with Mercedes-Benz Fashion Week, ShopStyle Mobile brings together all the information Fashion Week attendees need like up-to-date time and location details for all the runway shows and maps and directions for navigating around Lincoln Center,” Ms. Davis said.

“With ShopStyle Mobile all of this information is accessible on-the-go so you no longer have to be in front of your computer to get essential information about the shows,” she said.

Final take

ShopStyle's mobile application via the iPad

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