

Press Release  
September 2011

Creativego

**CLOTHES  
SHOW**

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# KEEP FASHION LIVE

## 365 days a year

Clothes Show launches a brand new mobile phone application and website



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From the organisers of the UK's biggest fashion and beauty event, **Clothes Show Live**, comes the brand new mobile phone application for iPhone and Android Users: *Clothes Show – Keep Fashion Live*

Further solidifying their position at the forefront of fashion, Clothes Show further expands into the digital sphere with the launch of its brand new mother site – *Clothesshow.com*

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Clothes Show is expanding into the digital world and today launches a free mobile phone app ensuring glamorous goddesses have fashion at their fingertips 24/7, 365 days a year.

News of this expansion from the 6 day fashion and beauty event, the *Clothes Show – Keep Fashion Live* app is packed with the latest must-know news; celebrity blogs; expert styling and beauty tips; street style photographs direct from the UK's most fashionable cities and exclusive shopping offers.

**Free** to download from the Clothes Show hub, [clothesshow.com](http://clothesshow.com), or directly from the **App Store** for any iPhone users or the **Android Marketplace** for Android users. The Clothes Show App is what the fashion-pack are all lusting after this season – just search *Clothes Show Live – Keep Fashion Live*.

*What to expect...*

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## Exclusive Clothes Show – Keep Fashion Live App Features

### Celeb & Team Blogs

Clothes Show has recruited a team of gurus to reveal exclusive news and photos from the fabulous world of fashion and entertainment. For those wanting a helping hand from the experts, the following blogs will be available to peruse:

**George Lamb Talks Music** – George Lamb will be reporting on the best new acts to hit the music scene and what tunes should be on your iPod for the festive season.

**Jeff Brazier's Celebrity Goss** – Jeff Brazier will be interviewing all the hottest celebrities finding out all the latest happenings in the wonderful world of showbiz.

**Caryn Franklin In The Know** – Clothes Show veteran Caryn Franklin will be hosting seminars at the show telling hopefuls how to break into the competitive world of fashion.

**Max's Model Behaviour** – Having fronted campaigns for Tommy Hilfiger and appeared on the front of GQ magazine top model Max will be giving users a sneak peak into the modelling world

**Jackson's Diary Of A Dancer** – Having toured and danced with Take That **Jackson** will be revealing how to salsa, rumba and shake your tail feather to look fabulous on the dance floor.

**Jamie Stevens' Hair Highlights** – Having been crowned the Hairdresser of the Year Jamie Stevens knows all there is to know about hair. Whether after Alexa Chung's crop of Kate Moss' heavenly waves Jamie' will be showing and telling users exactly how to achieve that desired look.

**Karl Willett's Star Styling** – Having styled photo shoots for the like of Harper's Bazaar, **Karl Willett** is the perfect person to have at the show to get everybody looking stylish and glamorous for the party season.

**Rachel Wood's Make-Up Bag** – Celebrity make-up artist and Benefit UK specialist Rachel Wood will be showing everyone how to create the perfect looks.

Plus, the **Clothes Show Live team** will be sharing all of their latest fashion and beauty finds with the nation through their daily and weekly blogs:

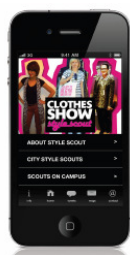
**Frankie Says Shop** – Having never been seen wearing the same outfit twice, Frankie is the ultimate office style icon and keeps a daily diary of what she wears to work, along with style tips

**Sarah's Beauty Diary** – Sarah confesses she is a massive sucker for any new beauty product to hit the shelf. She brings news and honest reviews of her beauty finds, offering top beauty tips and putting brands to the test.

**Ella Nails It** – Ella is absolutely mad about nail art and design. Since she's forever changing her nails to match her outfit, the Clothes Show team asked her to take photos of her designs and write down her tips and techniques.

### Clothes Show Offers

The Clothes Show app doesn't just give users all the best fashion and beauty advice it also offers exclusive discounts and offers to make sure style seekers are getting the best deals around. Tons of must-have products will be featured on the app so be sure to check daily for the best bargains from some of Clothes Show's favourite brands including, **Benefit**, **Barry M**, **Juicy Couture** and **Claire's Accessories**.



Style Scout



Offers and Giveaways



Blogs

### Clothes Show Live in association with Suzuki

Want to find out before anyone else what exciting features, event updates and celebrities have been confirmed for this year's Clothes Show Live then this is the place. Get a sneak peak into what goes on behind the scenes of the UK's best fashion and beauty event and much more!

### Clothes Show Style Scout

Clothes Show Style Scout is a team of fashion photographers, bloggers and stylists who trawl the streets of the UK seeking stylish individuals and sharing their fashion talent with the world. Users of the app will be able to browse the photo gallery, uploaded by the Style Scout team who include celeb bloggers **Alexis Knox**, fashion director of Notion magazine and celebrity stylist; **Laura Jackson**, television presenter and London Fashion Week reporter. If our bloggers spot someone with unique style they'll snap them and upload their picture onto the gallery to share with other style seekers. Users will see what fashionable folk all around the country are wearing.

### Keep up-to-date

The app offers a great way to gain fashion advice as it allows users to share hints and tips with other like-minded people. Users can also see live updates on the Clothes Show Twitter feed, enabling people to tweet their fashion finds and follow their favourite Clothes Show Live celebrities. Whether on the way to work or relaxing at home, the Clothes Show app will ensure fashionistas are kept up to speed with all that is happening in the fashion world.

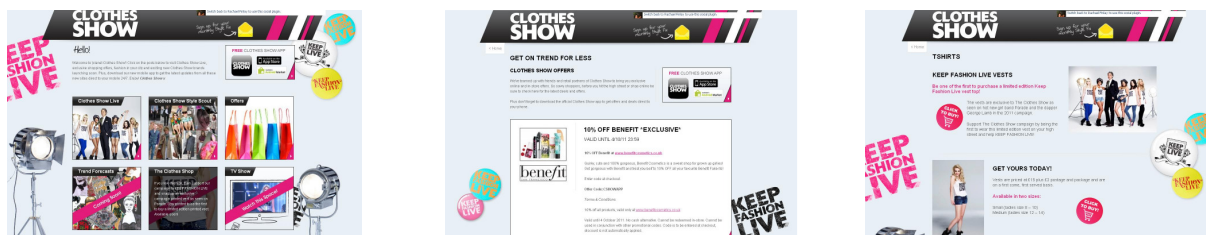
### Free Download

To download the free **Clothes Show – Keep Fashion Live** app simply visit [clothesshow.com](http://clothesshow.com) and follow the instructions. The app is also available to download directly from the **App Store** for any iPhone users or the **Android Marketplace** for Android users. Clothes Show iPhone and Android mobile application has been designed and developed by **CreativeGoo** - [www.creativegoo.co.uk](http://www.creativegoo.co.uk)

# clothesshow.com

The brand new Clothes Show website is the one stop shop for all things Clothes Show. For all non app users, this central hub is the essential place for all fashionistas with an insatiable appetite for all things Clothes Show related, to have their fashion dreams granted. As the go-to place for all the need to know information, Clothesshow.com featured exclusive, and constantly updated, shopping offers from the UK's favourite brands – it's a fashionistas haven!

Get ahead of the Fash Pack with industry insights and exclusive style predictions from those in the know with brand new **Trend Forecasts** in association with **WGSN**. Think fashion in your city then think Clothes Show style Scouts hosted on the Clothes Show website. Brand new is Clothes Show's very own fashion in your city – celebrating and documenting fashion through the nation. Visitors to the website can also pick up their very own exclusive Keep Fashion Live T-Shirts, as worn by girl-band of the moment Parade on the Clothes Show Live campaign.



# clothesshowstyle scout.com

If the app has given you a taste of **Clothes Show Style Scout** make sure to head to the brand new website, clothesshowstyle scout.com – which is dedicated to showcasing what's vogue in and around the UK! The super slick Style Scout Team of fashion photographers, bloggers and stylists will be scouring the streets of the UK seeking out the coolest styles and trends in the most fashionable cities and regions. Catch all the styles from the concrete catwalk from London to Leeds and Bournemouth to Birmingham. What's more, there's an opportunity to join the Style Scout team, go to the website to apply and for full details.

# Clothes Show Live

Clothes Show is the founder of the UK's biggest fashion and beauty event, **Clothes Show Live in association with Suzuki**. Having solidified its position as the number one stop this winter for all fashion fanatics, it plays host the best fashion and beauty brands; the spectacular 45 minute Suzuki Fashion Theatre performance with over 40 models and dancers; plus the hottest celebrities around – it's the ultimate girl's day out! Taking place from the **2-7 December 2011** at **Birmingham's NEC**, tickets are on sale now from [clothesshowlive.com](http://clothesshowlive.com). Clothes Show Live in association with Suzuki is just one of the many products brought to you under the fabulous Clothes Show umbrella.

# Editor's Notes

## Clothesshow.com

Clothesshow.com is the one stop shop for all things Clothes Show. This central hub is the essentials place for fashion hungry visitors to visit the site and have all their dreams come true. Whether looking for exclusive shopping offers from the best brands; an insight into the minds of celebrity and industry bloggers; a chance to purchase the Clothes Show – Keep Fashion Live app for free; and get ahead of the Fash Pack with exclusive style predictions from those in the know utilising the brand new Trend Forecasts in association with WGSN. The brand new Clothes Show website is the place for all fashionistas to keep fashion at their fingertips 24 hours, 365 days a week.

For the Clothes Show website please visit [clothesshow.com](http://clothesshow.com)

## Clothes Show Live – Keep Fashion Live App

The brand new Clothes Show Live – Keep Fashion Live app is packed with the latest must-have news; celebrity and team blogs; expert styling and beauty tips; street style photographers direct from the UK's most fashionable cities; plus exclusive shopping offers from the best brands. The app is downloadable for free by visiting [clothesshow.com](http://clothesshow.com). The app is also available to download directly from the **App Store** for any iPhone users or the **Android Marketplace** for Android users. Clothes Show iPhone and Android mobile application has been designed and developed by **CreativeGoo** - [www.creativegoo.co.uk](http://www.creativegoo.co.uk)

# Contacts

For further information / Use of pictures / Interviews

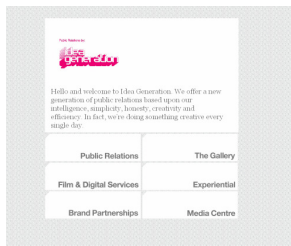
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## Websites



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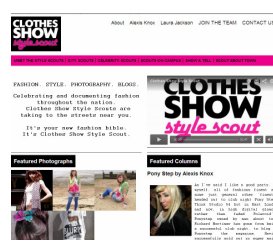
- Online Press Office
- Client list
- Company contact detail



[www.clotheshowlive.com](http://www.clotheshowlive.com)

For:

- Online Press Office
- Exhibitor information
- Latest news on Clothes Show Live



[www.clothesshowstylescout.com](http://www.clothesshowstylescout.com)

For:

- Latest news and information
- Style scout details
- Company contact detail



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