



ANINA DRESS UP

Anina, of **Anina.net**, model and founder of the 360Fashion Network, launches the **ANINA DRESS UP** mobile game!

ANINA DRESS UP brings reality into the virtual environment: real model, real designers, and real fashion. By bringing real-life fashion and technology together in an innovative mobile game, anina.net will promote designer talent on a global level from the palm of customers' hands. ANINA DRESS UP opens a new market channel for innovative designers to reach future clients, by creating brand awareness through the mobile phone. It is a channel for consumers to discover local brands and new designers ahead of the curve.

ANINA DRESS UP allows the user to read insider fashion news from the experts at 360Fashion and provides networking opportunities and news about the designers featured in the game.

The primary goal of the application is to give local fashion brands global visibility in the palm of clients' hands, and lead to new talent discovery for buyers and journalists. To create a game geared toward the fashionable, from the insiders' global perspective.

Participating designers are London's, **ELEYKISHIMOTO**, New York's **Chesley McLaren**, Holland's **Jolina Jolink**, Daryl van Wouw, **BLUEBLOOD**, Jan Taminiau, DFF's **Conny Groenewegen**, China's **Zebra Woods accessories**, and **Belgian designer Anja Austa**. Zebra Woods and Anja Austa have both designed phone jewelry inspired by the game.

Its innovative user experience: it has an offline mode memory game where the players have to recreate the outfit shown to them under one minute. It has an offline free mode where players can mix and match their own outfits in their own time, with an online component for downloading new outfits to anina's closet. When the player has finished making their own outfit combination in the phone, they can send the data via GPRS to an online gallery. In the online gallery, the public can vote and comment on the outfits.

Innovative technology is at the core of ANINA DRESS UP and is based on the following combination: Flash Lite by Adobe Corporation, collaboration with i2 tecnologia from Brazil, and anina.net's interactive media approach. By bringing fashion drawings & information into the palm of players' hands, designers can get their brand name out in innovative and effective ways.

Anina.net / Nokia Champion

Anina is a model with a passion for technology and the founder of the 360Fashion Network. She is a second year Nokia Champion, and wishes to encourage women world-wide to beautiful, intelligent, and technological. www.anina.net

i2 tecnologia

Felipe Andrade / Nokia Champion

i2 tecnologia is a web and interactive company based in Brazil. Utilizing Adobe's Flash Lite™ technology, i2 tecnologia provides innovative ideas and immersive experiences to the screens of mobile handsets, while driving the next evolutionary step in mobile content by delivering content to any device with a screen.

www.i2tecnologia.com

360Fashion Network

360Fashion is a network of high level fashion professionals using the latest web 2.0 and mobile technologies to create online media. 360Fashion is building a bridge between fashion and technology.

www.360fashion.net www.360fashion.tv

SCREENSHOTS



clothing: CHESLEY MCLAREN



clothing: ELEYKISHIMOTO



clothing: DARYL VAN WOUW



clothing: BLUEBLOOD

DESCRIPTIONS OF DESIGNERS

DARYL VAN WOUW

The Amsterdam based designer Daryl van Wouw perfectly reflects the feel of today's society in his creations. His collections always inspired by cities like New York and Amsterdam, are based on the mixture of cultures, races and flavours that cosmopolitans represent. Daryl's collection suits the independent cosmopolitan woman who identifies herself with the words: streetwise, successful, melting pot and couture. For the first season of the Dutch Project Catwalk, the competitive reality television series in which a group of fashion designers compete against each other, Daryl van Wouw takes place in the panel as fearful jury member. In November 2007 he receives the BREAD & butter Design Young Talent Prize 2007.

JAN TAMINIAU

Fashion designer Jan Taminiau (1975) comes from a family tradition of antique dealers, decorators and interior designers. This formed the foundation for his passion for traditional production techniques, antique materials, the search for the right shape and form and the penchant for aesthetics. His work has a refined, conceptual undertone yet never loses sight of the elegant, feminine and wearable form. In November 2007 he receives the Prix de la Mode award in the category 'best national designer'.

JOLINE JOLINK

After being an assistant for Viktor & Rolf, Joline Jolink (1981) graduated from the School of Arts in Arnhem in 2003, with a collection inspired by her Ukrainian grandmother. The collection immediately brought her to Italy where she presented it during the International Talent Support contest. There she was picked up by i-D magazine amongst others, at only 22 years old. Joline launched her label j o l i n e j o l i n k during the Amsterdam Fashion Week in January 2006. Joline strives to create comfort in her designs. Jolink's style is, by its simplicity and graphical touch, surprisingly modern.

CONNY GROENEWEGEN

In creating her designs, Conny Groenewegen is fascinated by the information that lies hidden in a material, a print or an application, revealing something about the garment itself and indirectly about the person who is wearing it. Her focus has shifted from fragmented details to the whole garment. After designing a series of accessories and jewellery in 2004 and 2005, she presented her first women's clothing collection 'Rupture F/W 06' during the Amsterdam Fashion Week in January 2006.

ELEYKISHIMOTO

Mark Eley and Wakako Kishimoto have come a long way from their textile design roots on which they cut their first creative teeth to the world of high fashion for which they are known worldwide today. In the mid 90's the partnership launched their first womenswear collection; this proved to be such a success that the company has produced collections ever since. It is safe to say that is due in no small part to Eley Kishimoto's influence that a resurgence in print has been evident on the international design scene. Eley Kishimoto are members of the 360Fashion Network since 2006.

ZEBRA WOODS

Two young accessory designers, Ling and Lynn based in Hangzhou, China. By visiting other cities, they find interesting and cultural local materials to make their hand made designs. "No hands -- No work" is their philosophy. They love the freedom lifestyle of owning their own business. With no prior experience except a the particular sense about fashion and art made them create these craftment in their own way. Three months after their first work came out, their business booming. They are like two germinative seeds just accumulating the power for catch the sky.

ANJA AUSTA

The young German fashion designer living in Antwerp unites raw elegance with soft glamour full of surprising fantasy in her new summer 08 collection, "Fetish Forest". Spontaneously and passionately she lives her style and next to her innovative collections she also surprises through sensationel events like guerilla poster and catwalk campaigns with Anja Austa outfitted models in the Marais quarter of Paris or the pret-a-porter-mobil showroom in Paris.