

"Live Model" in teen magazine

Live Model
- Female
- Male

Genre
- Casual
- Trendy
- Sport
- Evening
Dress

Change:

- Jacket
- Trousers
- T-Shirt
- Shoes
- Make up
- ...

Vote via SMS/ www on best dress

Send in MMS with your favorite dress (eg why favorite, price, store, etc.)

Live Model - Blog:
Steven (10/25/04): No way, this haircut is ridiculous.
Clara (10/24/04) says: I especially like the shoes and her make up.
Bernard (10/20/04): Where can I get the Abercrombie & Fitch jacket in San Francisco?

Quick Overview

- Extension of existing fashion coverage in teen magazines
- Dress model based on given taste
- Discuss and enhance via blog, Web, and mobile

- Partnership with name brands as main vehicle for profit making and innovation

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Write up

•See our write-up for a more complete discussion. Thanks. (hopefully Patrick will generously post it online) ©

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