



Introducing iRunway

Private Label Fashion Apps on iTunes

January 14, 2009, New York: Just in time for every designer's 2009 marketing efforts, Image Info has launched the "Get Your App in Gear" campaign with its introduction of the private label fashion App service, iRunway. Specifically, a designer uses the iRunway service to create their own branded App to be made available on Apple's popular iTunes App Store.

Looking to be an alternative to expensive print campaigns for private fashion labels, iRunway is customizable and designed from the ground up to offer iPhone or iPod touch users access to a wide array of fashion content including videos of runway shows, look books, wish lists, store locators, links to online stores, press pages and more.

With access to the over 30 million iTunes users and an additional 60 million users forecasted in 2009, iRunway will be a free download for potential consumers. Through the App, they will be able to experience the designer's branding, styles and marketing messages uninterrupted by other advertisements and distracting content found in magazines and web sites. Finally, using the GPS capabilities of the iPhone or iPod Touch, a consumer will be able to find the nearest location they can buy their favorite look.

With New York's Fashion Week starting next month, now is the time for designers to get on board and be directly in front of consumer's eyes, especially in this challenging economy. Image Info is able to create and deliver an iRunway App in 10 days.

"With iRunway, getting the brand into consumers' hands now goes way beyond the one to 10 seconds a print ad provides," said Craig Schlossberg, President of Image Info. "iRunway Apps are a designer's vehicle for marketing to today's audience which focuses the consumer on a single brand that is similar to walking into their own retail store."

For more information on Image Info and iRunway, please contact Kendra Weller at 212.982.5050, kendra@imageinfo.com, or learn more about iRunway's features and benefits on the web at <http://www.imageinfo.com/irunway>.

There is no other technology company with more high-end fashion experience. In the past 15 years, Image Info has shot, edited and published almost every major runway show and was the official digital photographer for the CFDA 7th on Sixth Fashion shows. The company introduced digital photography to the fashion world in 1994, with its Image Factory studios and Image Info Pro software that communicates a designer's line to buyers through printed and online catalogs.