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NEW Fashion iPhone / iPod Touch Fashion App Catalogues Entire Wardrobe

Saves Time & Money, All While Making Fashion Fun & Easy

Named by InStyle magazine as one of the best apps on iTunes

MADISON, Wis. – Nov. 23, 2009 - Anyone who ever wished they could review the contents of their closet without standing in front of it will love this new iPhone / iPod Touch application called *My Style Fashion Assistant*, developed by New Vision Interactive of Madison, Wis.

It allows users to take photos of their clothes, shoes, accessories and handbags, import them into their iPhone or iPod Touch, and visually mix and match them to create outfits, plan for an upcoming trip or event, window shop online, and most importantly, never forget each and every item in their wardrobe. Released just weeks ago, national and international sales are strong, and initial reviews are very positive.

In a time in which many designers are quickly coming up with their own style apps, our app is not brand specific. Says Jeff Ollerman, co-creator of *My Style Fashion Assistant*, "We know that our users don't just buy one brand or style of clothing, and our app fits that lifestyle. Our app is all about helping to find what piece looks great with other pieces, to create the perfect ensemble for you. All brands and all styles are welcomed."

After combing through more than 73,000 apps, *InStyle* magazine named *My Style Fashion Assistant* as one of just eight that are "best for shopping, saving, and amping up your style," in their Nov. 2009 issue. Saying, "We love this app, which acts as your very own stylist. It keeps track of what you have, what you wear, what you want, and it allows you to mix and match it all. It even helps you plan trips – it's the ultimate fashion organizer!"

The application promises to be particularly useful when shopping for coordinating items and keeping track of what you wore and when.

It has proven to be a time-saver by giving users the ability to decide what to wear and what to accessorize, anywhere, anytime. It makes planning outfits easy, eliminating the hassle of trying on multiple outfits (we've all had those piles of clothes on the floor).

It has also proven to be a money saver, as it allows users to keep track of what they have by reducing the chance of accidentally purchasing the same thing twice. Users may virtually try before they buy, and rediscover new life for old pieces (possibly forgotten) by mixing and matching them in new and exciting ways. To learn more and watch a demonstration video, please go to www.mystylefashionassistant.com. Find the app the iTunes App Store in the Lifestyle section, keywords "My Style Fashion Assistant."

The app allows users to:

Import your wardrobe into your iPhone or iPod Touch

Add items you have to your closet

Add items you desire to your fitting room

Put outfits together visually – thanks to the unique and amazing 3-Panel fashion assistant slider which allows you to mix tops, bottoms and shoes - and save them into specific fashion categories

Slide, swipe and tap through items and create outfits for every occasion

Accessorize your outfits with up to six accessories, including handbags, belts, watches, rings, necklaces, earrings, bracelets, glasses, sunglasses and more!

Window shop online at your favorite stores and compare items with your current wardrobe

Schedule & keep track of what you wore with item & outfit calendars

Pack for that upcoming trip or plan for that important event, meeting, interview or special occasion

Be organized even if your closet's a mess!

Share items and outfits with friends to get their valuable fashion feedback

Never forget what you own by taking your wardrobe with you wherever you go!

Organize items & outfits in specific fashion categories so you can look them up anytime

Receive expert fashion tips with the daily fashion fix

It's paper dolls...redefined!

Benefits:

- Enjoy Fashion! ~ A user-friendly tool that makes fashion easy and enjoyable. Create outfits quickly by mixing & matching with the 3-panel fashion slider.
- Saves Time ~ Decide what to wear anywhere, anytime
- Saves Time ~ Makes getting dressed a whole lot easier!
- Saves Time ~ Shop smarter by having your wardrobe with you always (no more returning items!)
- Keeps You Organized ~ No more having everything from your closet laying in piles all over your floor
- Keeps You Organized ~ Prevents you from wearing the same item or outfit too often or with the same friends
- Keeps You Organized ~ Pack way ahead of time, plan for that upcoming event or special occasion
- Saves Money ~ Keeps you from buying two of the same thing (or similar things)
- Saves Money ~ Rediscover clothes, accessories, shoes & bags in your wardrobe that you may have forgotten about
- Saves Money ~ Try before you buy - Snap pictures or window shop online to see how things really look with your existing wardrobe
- Educates ~ Daily fashion tips make you aware of the latest trends, as well as fashion basics
- Entertains ~ 2009 has finally caught up to 1995; "be" Cher from Clueless - have a blast doing it!

Facts:

Number of sales up to this point ~ over 5,000 worldwide

Where sold ~ US, Great Britain (UK), Australia, Canada, Japan, France, Italy, Spain, Hong Kong, Russia, South Korea, South Africa, Denmark, Mexico, Germany and more

Age demographics ~ youngest user = 13 / oldest user = 69

Links to blogs & reviews:

<http://fsufashiongirl.wordpress.com/2009/06/08/glam-tech-fashion-applications-for-the-iphone/>

<http://www.madisonmagazine.com/Blogs/Window-Shopping/October-2009/Not-So-Clueless/>

<http://appofmyeye.com/2009/11/02/my-style-fashion-assistant/>

<http://www.rateitall.com/i-2304874-my-style-fashion-assistant.aspx>

http://prod.appolicious.com/recommendations/people_like_you?user_label_id=72

<http://www.appolicious.com/apps/my-style-fashion-assistant-new-vision-interactive-llc-:37482>

<http://www.iapper.com/my-style-fashion-assistant/>

<http://lesbachelieres.com/?p=1057>

<http://www.cooloutfit.at/2009/07/13/mein-modebewusstes-iphone/>

Learn more and see a working demo at www.mystylefashionassistant.com

Find application on the iTunes App Store in the Lifestyle section, keywords "My Style Fashion Assistant"

Screen Shots & Application Icon are available upon request at media@mystylefashionassistant.com