

On|Off



**On|Off are proud to announce the launch of their Mobile Phone APP
In association with 360Fashion MobileMags**

This season, On|Off, the innovative fashion showcase during London Fashion week, once again proves to be the leaders in their field as they launch the first ever fashion week application to work on every mobile phone.

Continuing to be at the forefront of technology, On|Off have collaborated with the 360Fashion MobileMags on their event guide to create the first paperless solution of its kind, downloadable on **ALL** mobile phones.

The On|Off 'app' has been designed with our clients in mind. It is a fully operational mobile phone fashion magazine event guide with direct online capabilities, including this seasons schedule, press releases, designer information at the touch of a button and all the links you need to keep in touch with On|Off during London and Paris Fashion Weeks. It also provides an easy to read map which helps locate our fantastic new venue.

On|Off shows its continued support by providing its Visionary Award winner Charlie Le Mindu with his very own page in the event guide. Each page showcases images of catwalk and exhibition designers along with all their key information.

On|Off are proud to be working with 360Fashion MobileMags as they too are connected to the highest echelons in the technology and Fashion industry. Lee Laphorne the director of On|Off said about the collaboration; "Working with companies like 360Fashion On|Off continue to be on the cutting edge of new media channels. We set the bar high for others and we are proud of this accomplishment. We have a reputation of making life easier for international buyers and press by producing information that is simple and efficient to access."

-End-

Download the event guide to your mobile phone by typing into your phone browser the following url: <http://mobilemags.mobi/12472> or scan our QR code at the top of this release with a QR code reader (suggested readers can be found in your phone's app store by searching for "barcode reader").

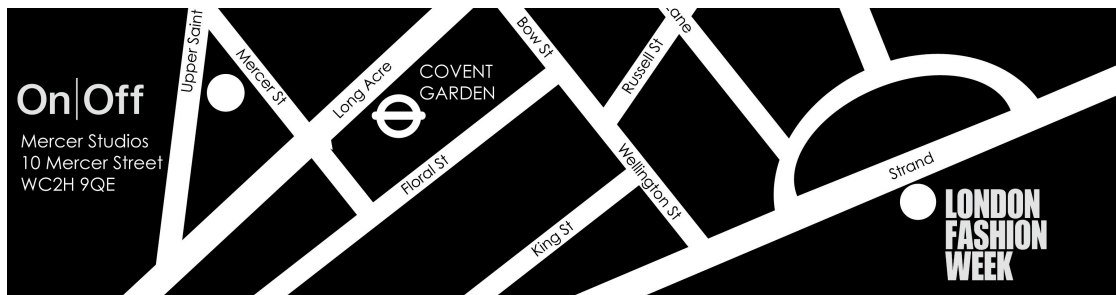
**18 – 20 FEBRUARY 2011
MERCER STUDIOS, 16 MERCER STREET, COVENT GARDEN, WC2H 9QE**

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PORTFOLIO



MANNAKIN

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For further information on On | Off please visit On | Off's new look website – www.onoff.tv
Or please contact Hannah Cox T: 020 7287 2327 E: pr@thedoll.org

Notes to Editors:

On | Off was the first during LFW to (MULTI MEDIA):

- Live stream ALL catwalk shows from one event in the UK.
- Video all of our shows and have them available on demand (VOD).
- Have downloaded podcasts of catwalk shows through iTunes.
- Showcase iPods, in our iPod wall
- Have a virtual fashion week in Second Life.
- Use 360degrees photo imagery of the catwalk
- Have Art and product design as part of our event which has included the following artists and product designers; Izima Kaoru (Erin Oconnor), Zoe Bradley, Zoltar the Magnificent, Anthony Dickens, Melanie Porter, Frieder Weiss (used since in Kylie Minogue's video), Richard Gray (Alexander McQueen), Jean Charles de Castelbajac, Eskimo, Inflate, Lucy and Bart, Le Tramac, Sinta Tantra, Michael Warren, Studio Thomsen and Wrap3

For further information on 360Fashion MobileMags please contact www.360fashion.net or <http://mobilemags.360fashion.net>

About 360Fashion Network:

360Fashion is a network of high-level fashion professionals and brands using the latest web 2.0, mobile, and social technology to create online media. 360Fashion's digital marketing platform for fashion brands and professionals gets them online, mobile, and social in a single and keeps them on the cutting edge. 360Fashion MobileMags is an innovative publishing platform for creating mobile applications, look-books, event invitations, catalogs, and pamphlets that work in every mobile phone. 360Fashion is an American based company founded by model Anina, with offices in Beijing, China, representatives in Paris, Sydney, and Soul.

www.360fashion.net info@360fashion.net

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FRIDAY 18

11:00 JENA.THEO
13:00-14:00 ADA ZANDITION *PRESENTATION
15:30 FALGUNI & SHANE PEACOCK
19:45 ASHLEY ISHAM

SATURDAY 19

09:30 LOUISE AMSTRUP
14:15 LOUISE GRAY
18:00 BRYCE AIME
21:30 JULIAN J SMITH

SUNDAY 20

10:00 JAYNE PIERSON
14:15 CHARLIE LE MINDU
19:30 PAM HOGG

EXHIBITION

CHARLIE LE MINDU
BRONWEN MARSHALL
LAURA THEISS
THE ORPHAN'S ARMS
BRACHER EMDEN
LEE KLABIN
ANDREW MAJTENYI
ANGELINE LEE
HAIZHEN WANG
TESSA EDWARDS
LEE LAPTHORNE
HASAN HEJAZI

DESIGN

INNERMOST
THE DECORATORS

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