

Stylinity and Limelight Marketplace Launch First Style Stage™ in NYC

Friday, October 19, 2012 – Stylinity is partnering with New York City's Limelight Marketplace to debut the first ever Style Stage. The launch will take place at 6:00 PM in the city's fashion hotspot.

Stylinity merges fashion and social media, and will unveil its revolutionary Style Stage* at Limelight on October 19th to celebrate the next chapter in retail shopping. Stylinity's next-generation Style Stage combines portrait quality lighting, state of the art optics, and cutting edge software to take high-resolution photos of shoppers in stores wearing retailers' clothing from all angles simultaneously. The Style Stage enables shoppers to get instant feedback from online networks through Stylinity.com or other social media about which outfits are the most flattering.

The Style Stage enhances the in-store experience while making shopping decisions more fun, informed and social. Consumers can better see how clothing fits from all angles and gather instant feedback from friends and social networks. Clothing worn on the Style Stage is tagged so online customers can easily find, share and purchase clothing online at any time. Style Stage images can be shared publicly or privately depending on the consumer's preference.

The Style Stage creates a fun and unique in-store shopping experience for customers that integrates with Stylinity.com so they can view, share and purchase their favorite clothing online.

Join designers, retailers, fashionistas, and the Stylinity team at Limelight Marketplace this Friday, October 19th at 6:00 PM for the official launch of the Style Stage - the retail store runway experience and the future of retail shopping. The event is open to the public.

For inquiries about this event or general questions please contact Jennifer Capriola, Chief Marketing Officer, at 646-397-4702 or at Jennifer@stylinity.com.

*The Style Stage™ is Patent Pending

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Stylinity

Stylinity was founded in 2012 by Edward "Tadd" Spering and is the fusion of fashion and social media, uniting online shopping with the in-store experience. The in-store Style Stage turns customers into models, empowering them to make better shopping decisions and inspire others. Stylinity.com enables users to save and share their Style Stage images and find apparel online by size, shape and style.

Limelight Shops

The Limelight Shops are New York's newest, most exciting retail destination, occupying 40,000 square feet of one of the city's most exceptional structures. Once a church, Limelight subsequently housed world famous Limelight Nightclub and has most recently transformed into one of New York cities hottest shopping destinations. Integrating the buildings extraordinary Gothic revival architecture with inviting shops and eateries, Limelight is located in Manhattans Flat Iron District, convenient to the thriving Union Square, Chelsea and Greenwich Village neighborhoods.

ModaListas

ModaListas was curated with the modern woman in mind. With its first flagship store in the historic Limelight landmark, ModaLista's New York City headquarters gives access to the latest fashion news and forecasts for swift cultivation in the form of hand picked styles and exclusive designer pieces. From accessories to apparel, ModaListas strives to bring chic into the lives of its clients.

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