

Stylinity Welcomes New Partner Menaji Worldwide

Customers Can Now Share Shoppable Selfies Featuring Brand's Skincare Products

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Stylinity has added Menaji Skincare, a category leader in the booming men's grooming segment of the global beauty industry, to the growing list of brands driving social commerce by partnering with Stylinity, the Shoppable Selfie pioneer.

Mënaji Skincare fans will now be able to share their love for the brand with friends and social network followers by tagging their Selfies with clickable product links using the Stylinity Mobile App, now available in the App Store.

Customers shopping at Menaji.com or through its retail partners enjoy simplified, product-specific tagging and the ability to take a better Selfie using Stylinity's mobile app and patented Selfie Stage. It's then easy to share their new Selfie across their favorite social networks, share their product recommendations with friends and followers, and have the chance to be rewarded for purchases they influence.

"We're delighted to welcome Menaji Worldwide to the Stylinity platform," said Tadd Spering, CEO of Stylinity. "Loyal customers can now recommend products in a whole new way with the Shoppable Selfie, sharing their picture and product links across multiple social networks to introduce this fantastic line to their friends and social media followers. "

"We are thrilled with the opportunity to partner with this great new technology," said Mënaji Chief Operation Officer, Pamela Viglielmo. "Our sophisticated male customers are savvy and social, and working with Stylinity brings our products to a greater sphere of shopper influence (girlfriends, sisters, mothers, wives) who we know are already buying for the guy in their lives. Couples who shop together can snap an image and share how great they look at the same time."

Michele Probst founded the Mënaji skincare line of products in 2000 after twenty years of experience in the fashion photography, television, film and video industries.

Stylinity is the first company to make Selfies shoppable. Harnessing the power of 80 Million Millennials and the 100 Million Selfies they take daily, Stylinity's social commerce platform and mobile app allow brand fans to go beyond hashtags with clickable product-specific links in every picture, connecting friends and followers more directly with products they believe in and recommend. The company, launched in 2012, released a new mobile app and patent pending Selfie Stage in September 2014. Stylinity's platform features thousands of products from leading brands and retailers. Stylinity also recently announced the launch of its new celebrity division featuring licensing agreements with NFL Players Inc, as well as individual entertainment, lifestyle and sports celebrities, who will be sharing their Shoppable Selfies across the platform.