



Press Release - www.betafashion.com

Fashion has democratised!

Democracy hit the world of women's fashion today with the launch of an exciting new online store. Just as Banksy took on the established world of art, www.betafashion.com aims to take on the big labels by becoming a leading creative force in the industry, challenging the very way fashion is conceptualised, created, and consumed.

Unlike any other label, betafashion.com's unique online community of designers, buyers, and fashion conscious individuals are the sole creative force behind the brand. Betafashion.com provides an ideal platform for gifted young designers to display their talent, raise their profile and earn some considerable cash prizes, by running ongoing design competitions carefully sculpted to encourage creativity and inspire their next collections. To win the prizes designers need to impress not only the label's professional in-house design team, but also their peer designers, and Beta Fashion's community of fashion conscious shoppers – with everybody voting for the designs they want to see produced and sold in the online store. As the label grows in size so will the prize money, giving the community not only a creative stake in the company, but a financial one as well.

For now customers can choose from a small but beautifully crafted collection of distinctive 'gothic meets galactic' outfits, inspired by one of the winning entries from its pre-launch competition. Capsule collections from other winners will be added to the site shortly.

All items in the online store are limited edition, so shoppers looking for maximum choice should visit the site today, where they can look through and order from the brand's current collection, as well as vote for their favourite new competition entries. Designers wanting to enter Beta Fashion's competitions should visit betafashion.com where they can download competition briefs and find out more about the multiple cash prizes to be won.

www.betafashion.com

Ends

For further information please call the Beta Fashion: Simon Morgan, Director, 0207 739 7395 or email press@betafashion.com

Notes to Editors:

- **Beta Fashion at www.betafashion.com is the world's first online fashion label whose collections are entirely based on designs submitted by members of its own community of raw talent designers.**

- **By running regular competitions, Beta Fashion encourages its users to submit their own original fashion illustrations for the chance to win multiple big cash prizes – terms and conditions apply.**
- **Shoppers and designers can participate in the selection of the winning designs by commenting on and ranking the competing designs.**
- **Winning designs are professionally manufactured and sold in the label's online store – giving shoppers and designers the chance to buy something totally unique that they helped create and choose for manufacture.**
- **Beta Fashion gives designers an unrivaled opportunity to earn some cash, display their talent and see their designs brought to life.**
- **Joseph Nigoghossian, graduate of Central St Martins and the London College of Fashion, heads the Beta Fashion design team and will oversee the manufacture of the company's clothing. He has worked for acclaimed designers John Galliano (Dior), Lucia Silva, Marios Schwab and Louise Goldin.**