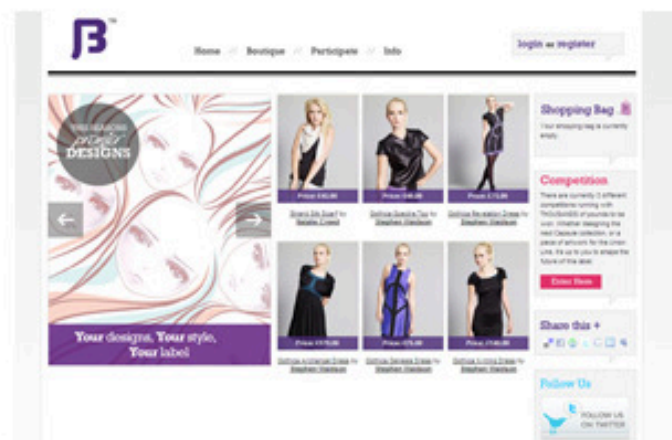


26 Oct 2009 at 11:45 AM / PEOPLE ARE TALKING

Are You In or Are You Out?

By **ABBY GARDNER**



We all (you guys included, of course) have a million opinions about clothing, be it on the runway, the red carpet, or the streets of our cities.

But as much as critiques may be heard by designers, at the end of the day they're not necessarily part of the decision-making process in terms of what gets produced.

A new company called [Beta Fashion](#) that just launched in the UK is taking a different approach. Designers can submit their work and it is then judged not only

by the company's pros but also the reader community on the site. Chosen pieces are then produced and sold.

Founder Joseph Nigoghossian, a Central Saint Martins grad, tells the [Independent](#) that he wants the company to be a "leading creative force in the industry, challenging the very way fashion is conceptualized, created, and consumed."

What do you guys think? Can it work? Should it work?



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