Second Life celebrity, Joi Price, brings the virtual world into the real world with launch of luxury brand.

Virtual socialite and entrepreneur, Joi Price, launches 'Angels x Astronauts' jewelry collection through a revolutionary transmedia platform.

FOR IMMEDIATE RELEASE: New York, N.Y., 11.27.13 - Born from the sharp angles and hard lines of urban architecture, today marks the worldwide launch of the Joi Price brand and her inaugural jewelry collection, Angels x Astronauts. The entire collection will be available online on Black Friday, November 29th, 2013 at joiprice.com.

Born and bred in Brooklyn, Joi Price fell hard for the design and geometry that comprise the most iconic cityscape in the world, New York City. This passion led Joi to construct her own virtual version of New York City in Second Life, a large multi-player online game (MMOG) with 36 million registered accounts where users can design and play as their avatars in a totally subversive 3D environment. Here her vision became an instant hit with among the 1 million plus monthly visitors to the game.

> "*The entire virtual world is special and unique place, because it is built exclusively with user generated content. Graphic and 3D designers like myself are thriving, creating viable businesses in-world, laying the groundwork for a seamless transition into the real world.*"

Joi has begun translating architecture into wearable design. "*Fashion is in my blood. I've been drawn to technology and architecture, but all the women in my family were seamstresses, going back 5 generations.*" Never galvanized by the transitory nature of fashion, Joi has created a collection that utilizes the enduring elements of gold and leather, resulting in a stunning realization of two oppositional but complementary worlds.

Fashion fades, architecture endures.

Her passion for merging worlds extends to Second Life. "*I've seen some of the most innovative designs in SL. There is so much untapped talent. That's why I'm launching Fashion I/O, a platform for virtual designers to bring their work into the physical world.*" Fashion I/O will collaborate with Second Life designers to help them manufacture, market and sell their work. Joi Price will be the first of many brands to leverage this platform. Additionally, Fashion I/O will bring established real life brands into Second Life, beginning with the luxury brand Adore New York.

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Joi Price is is an nationally award winning website designer originally from Brooklyn, New York City. In Second Life, she has recreated New York City and the Fashion Feed of SL.

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Product Images

Command. by Joi Price

Product Images

Sariel. by Joi Price

Product Images

Prim. by Joi Price

Biography

The Joi Price brand is born from the sharp angles and hard lines of urban architecture. Beginning her career as a web designer, Joi had the opportunity to construct New York City via Second Life and fell hard for the shapes and designs that comprise the most iconic cityscape in the world. As the granddaughter of a fifth generation seamstress, style is in her blood and it was only a matter of time before Joi began translating architecture into wearable design.

Never galvanized by the transitory nature of fashion Joi has created a collection that utilizes the enduring elements of gold and leather. The result is a stunning realization of two oppositional but complementary worlds. Fashion fades, architecture endures.

The Angels x Astronauts collection will be available online on Friday, November 29th, 2013 at joiprice.com.

Community

Joi Price is the Visionary behind the Second Life communities, Fashion Feed of SL and New York City SL. Please see the statistics for each online community in Second Life and on the web below.

Fashion Feed of SL

FASHIONFEEDOFSL.COM

fashionfeedofsl.com

- □ Largest Blog Aggregator in SL
- □ 50k Visits Per Mo
- □ 100 Applicants a Week
- □ 4000 Blogs Syndicated

New York City SL

NEW YORK CITY SL

newyorkcitysl.com

- □ Fashion Capital of SL
- □ 8k Visits Per Mo
- □ 13 Commercial Shoppes
- □ 15 Residential Apartments

The Little Apple

newyorkcitysl.com/thelittleapple

- □ Firm that built NYC SL
- □ New York City Inspired Architecture
- □ Fully Rendered 3D Builds
- □ Residential and Commercial

Second Life

Second Life is an online virtual world or MMOG, developed by Linden Lab in 2003, enabling users to interact with each other through three dimensional modeled avatars. These avatars also explore their world, meet other residents, socialize, participate in individual and group activities.
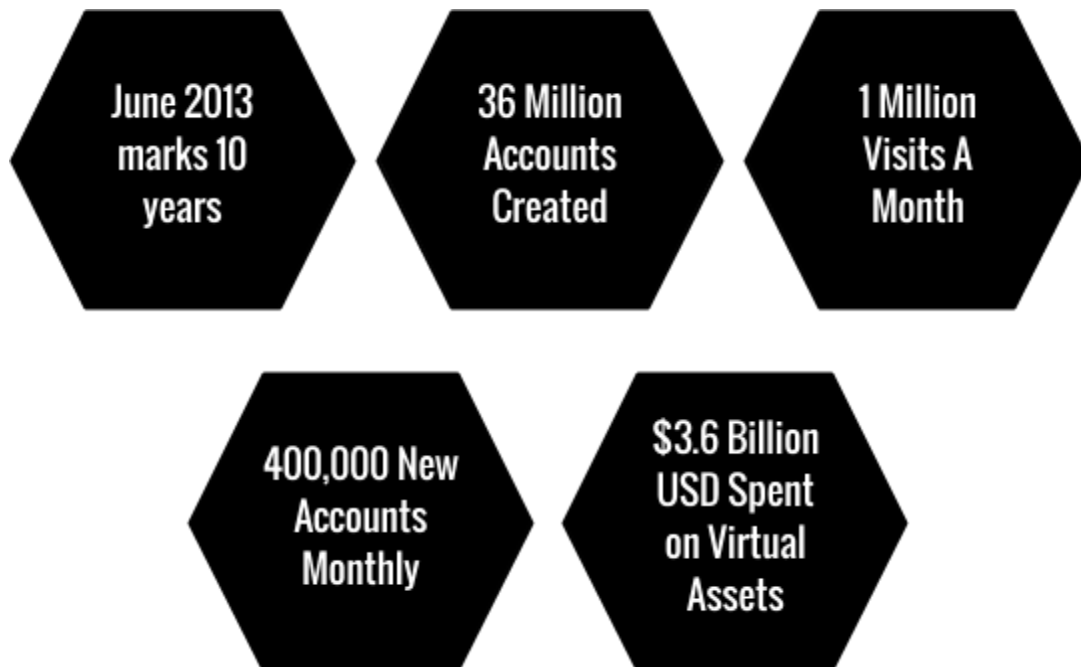
Second Life also has its own currency called the Linden Dollar (L$) which users trade against the US Dollar to purchase virtual property and services from one another.

Built into the Second Life software is a three-dimensional modeling tool based on simple geometric shapes that allows residents to build virtual objects. There is also a procedural scripting language, Linden Scripting Language, which can be used to add interactivity to objects. Sculpted prims , mesh, textures for clothing or other objects, animations, and gestures can be created using external software and imported.

(Source: http://en.wikipedia.org/wiki/Second_Life)

Statistics

June 2013 marks 10 years

36 Million Accounts Created

1 Million Visits A Month

400,000 New Accounts Monthly

$3.6 Billion USD Spent on Virtual Assets

Contact

If you'd like more information, or to schedule an interview with Joi Price, please visit joiprice.com/contactus

High resolution images are available upon request.

Follow Joi Price on Pinterest and Tumblr then join the discussion on Facebook and Twitter.

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