

## Fashion Match

A new app for iPhone available now at the App store.

Using innovative patent pending technology and the power of color identification, Fashion Match (FM) enables you to group and match your favorite clothes and accessories based on color, style or mood with ease.

FM is designed for anyone, including visually impaired individuals, who want to find the perfect clothing match whether its within one's wardrobe or even at a retail store. An optional dynamic speech service informs the user of the scanned color name and matching result instantly.



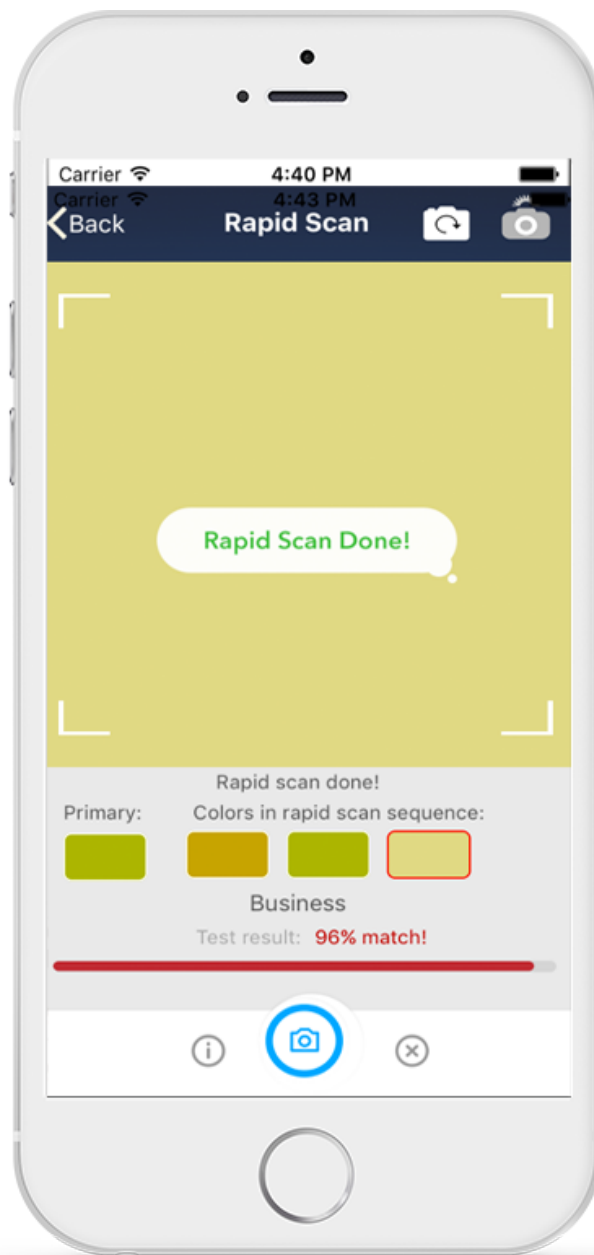
*Using color theory and rapid scan technology, the FM app allows users to pick outfits and arrange their wardrobe according to the latest fashion trends and their own personal style preferences. Our belief is that it's always possible to improve the way we look and feel, and through research, passion and hard work we aim to deliver the most innovative and "smartest" fashion app available to iPhone users today.*

—Paul Salsberg, President & CEO

## Four major features:

### FM Rapid Scan:

Simply scan an item of clothing, initiate the rapid scan feature for additional items, and within seconds FM will inform you how well each color complements your primary item. An optional dynamic speech service will also tell you the scanned color name and match result out loud.



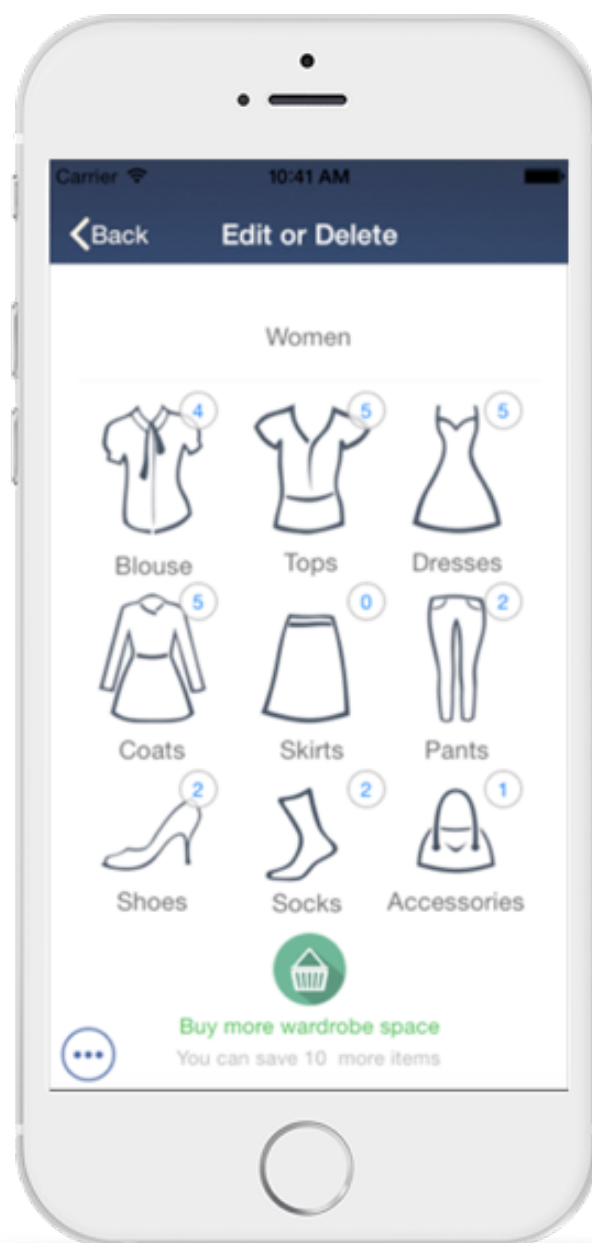


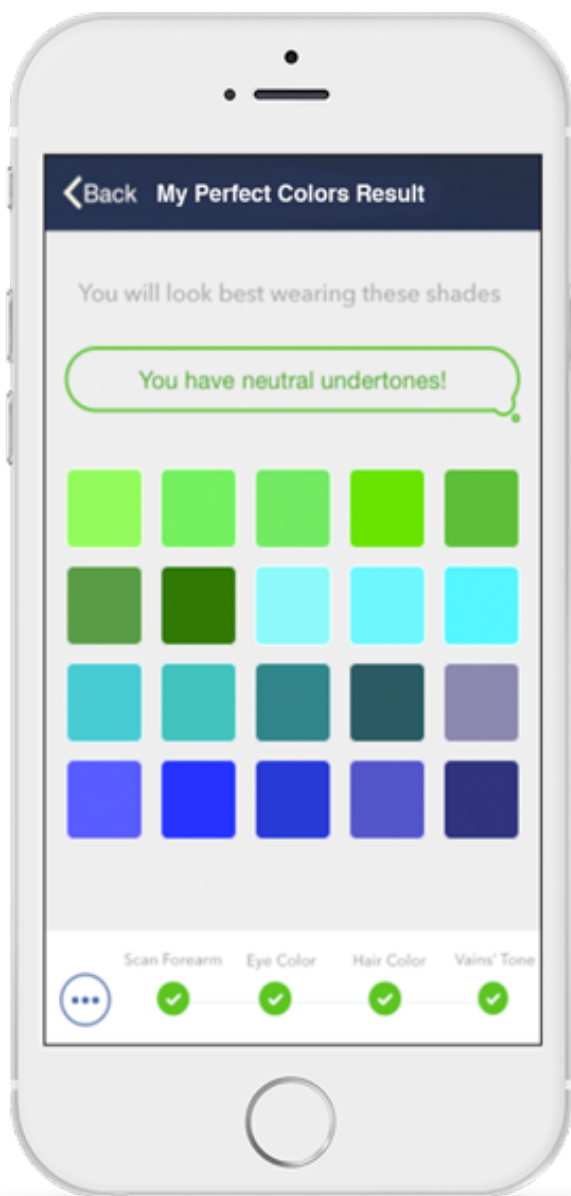
**Mix & Match:**

Imagine a portable design room that you can bring with you anywhere. FM allows you to create designs, mix and match colors, and save them to instantly edit later. Share with friends through email or social media, and organize personal collections that fit your style, favorite trend, or season of choice.

### My Wardrobe:

Store your entire wardrobe in the palm of your hand! MyWardrobe allows you to scan and store any article of clothing you own, and FM will let you know what other items from your collection it compliments and matches.





### **My Perfect Color:**

Skin tone, eye, and hair color can all be used to determine which colors make you look great. Use My Perfect Color to initiate and quick and easy scan, and FM will display the perfect colors for your personal look.



For the future we envision features that include popular brands, designers, and access to personalized consultations from dedicated fashion advisers to create an experience that every fashion lover craves.

**For more information and to find out dedicated articles on our blog, please visit:**

[www.info.myfashionmatch.com](http://www.info.myfashionmatch.com)

**FM in the app store:**

<https://itunes.apple.com/us/app/fashionmatch/id967339400?ls=1&mt=8>

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