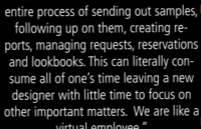


E-BUSINESS

Eddie Mullon — Creator, Fashion GPS



“Fashion GPS takes into account the entire process of sending out samples, following up on them, creating reports, managing requests, reservations and lookbooks. This can literally consume all of one’s time leaving a new designer with little time to focus on other important matters. We are like a virtual employee.”



FASHION GPS

Leading the way for organization and location of samples and the lists of people that request them, Fashion GPS has organized half of the industry's elite. With a system created specifically for the fashion world, it understands the needs of a designer.

Name: **Eddie Mullon** Brand: **Fashion GPS** Location: **248 West 35th Street, NYC**

NM: Mr. Mullon, can you please tell me a little bit about your background and how why you decided to create Fashion GPS?

EM: My background was more in the music business and technology. When I moved over to the states I was developing holographic projections and I was also trying to get a musical artist signed and working on both things. I was doing a lot of consulting and started working with KCD. They approached me with the problem of tracking their samples, and I started with a simple program. They used it for a year, they traffic a lot of samples, the system needed to be developed larger. Then Marc Jacobs wanted to use it. We created a web based system, multiple users. That is where the first version of Fashion GPS evolved. We currently have 23 clients. The more clients we garnered the more we could understand their business processes and be able to build a better program.

NM: Why is technology so important in a creative industry like fashion?

EM: While the visual aspect of fashion industry is always growing and keeping innovative with new trends, behind the scenes hasn't quite caught up with the front end. There is significant room for technology to streamline the day to day management of the

fashion industry. It is a multi-billion dollar industry and technology helps it run as such.

NM: For a new designer that does not have a whole team of people to organize his/her business, how does the sample inventory part of the service help?

EM: Fashion GPS takes into account the entire process of sending out samples, following up on them, creating reports, managing requests, reservations and lookbooks. This can literally consume all of one's time leaving a new designer with little time to focus on other important matters. We are like a virtual employee.

NM: The service includes real time reports, credit management and editorial and advertising analysis... can you please explain a bit about the editorial and advertising analysis and how those figures are achieved?

EM: The editorial and advertising analysis is a tool to help give you a concept of your public relations efforts. By taking the advertising rates for a given publication and then allowing our client to choose the size of the public relations hit (ie. 1/4 page, 1/2 page etc.) and then multiply it by their companies "PR Value" (many companies have an implied PR value of 2,3,4, or even



Anna Sui
Fashion Week 2008

7:1) ratio to that of advertising, you can determine an overall idea of editorial to advertising analysis. Once you get a credit in the magazine you can know that that piece becomes a hit. You are linking it up with the original send out of the sample. Then within the system you can run a query and find out how many hits they get.

NM: Are the garments checked in and out by the designer's staff or do the photo studios, stylists, and publications also have access to this system?

EM: The garments are checked in and out by the designer's staff, but now with publications such as Vogue recently signing on, you will see even more synergy between designer and publication side.

NM: Does this system differ when it comes to showrooms that represent more than one label?

EM: The system is the same whether it's for a designer with one label or a pr company/showroom that represents many. You can have endless collections and departments in the system. We are able to track garments across the globe for our clients.

NM: How is an on-line look book easier for a designer to manage than the physical look book?

EM: We view online look books differently for larger established designers than we do for young growing designers. For larger designers, online lookbooks are a great supplement to hard copies, allowing people to quickly send over the pictures, request items, and have more control over what they are pushing. For young designers, it allows them an outlet to showcase their work to a broad audience in a technologically advanced cost efficient manner. The good thing about the look book is as soon as the show comes off

the catwalk things can be put right into the system. You can also contact the people that just saw the show via Advanced Fashion GPS and send a mass mailing out to all the attendees.

NM: Is the fashion week invitation and organization a separate system?

EM: It is a separate system that works standalone or ties in directly with Fashion GPS. Events GPS goes from start to finish for the fashion show from contact management press, retailers to seat selection, show check in, and then the Fashion GPS picks up after

the finished show, where you can upload the lookbooks and send the virtual book out to the people that attended the show.

NM: Can an individual designer utilize this part of Fashion GPS, or is it best for PR companies?



Marc Jacobs
Fashion Week 2008



EM: We have more designer clients than we have PR companies at the moment. It really comes down to companies large or small that want to streamline their day to day business.

NM: In 2007 KDC used Fashion GPS in 9 NYC shows and 6 shows in Paris... how has the number grown?

EM: It's basically doubled in the last year. KDC uses Events GPS to manage all of their shows in both Paris and New York. As the system was originally designed with tremendous input from them, it is now open market and have a considerable number of parties all interested in signing on board

NM: Why do you feel it is important to monitor press check in at events and sample sales?

EM: In public relations, follow up is equally important to who attended an event, show, or sample sale. Like a store that keeps track of what you are buying, publicists need to know who is showing up for which events and then immediately re-enforcing the brand with follow up.

NM: Will there eventually be a way to track the buyers that attend shows to their buying orders to gauge potential profit?

EM: This is a natural compliment to Fashion GPS that has emerged in conversation with numerous clients. This is on our radar and I wouldn't be surprised to see this all linked up in the near future.

NM: As technology evolves so must business... what is in store for the future of Fashion GPS?

EM: Fashion GPS has earned a strong and reputable name in the fashion and pr industry. As publications becoming increasingly interested in using technology to efficiently manage their sample closets, you will see Fashion GPS emerge as the portal between designer and publication. In five years time hopefully you will be able to go into a showroom scan the pieces with the blackberry camera. Shoot what you are the most interested in and then the technology organizes the request