

ASOS.com Launches Fashion Twitter Application asosfollowsfashion.com

Date: 03-11-2010 02:30 PM CET

Category: [Fashion, Lifestyle, Trends](#)

Press release from: [ASOS.com](#)

Agency: [WorldWidePR.net](#)



New Twitter aggregator site helps to connect fashion-loving people with real time news and views from the best of the fashion world

LONDON, United Kingdom - ASOS.com, the UK's leading online fashion store has launched www.asosfollowsfashion.com, a Twitter application aggregating the latest tweets from fashion industry insiders and influencers.

Commenting on the launch, James Hart, eCommerce Director at ASOS.com, said: "We've been chatting to our customers through social media for a few years now but our ASOS colleagues also follow and interact with some of fashion's greatest through Twitter. With asosfollowsfashion.com, we get to share this passion. It's a simple tool with a simple goal really; to connect fashion-loving people with real time news and views from the best of the fashion world."

Featuring categories like 'The Brands', 'The Bloggers' and 'The A-List', asosfollowsfashion.com helps users to discover interesting fashion tweeters and view real-time fashion news and stories. Encouraging users to help curate the list of featured tweeters, the application also invites them to share their view and highlight any accounts that should be added.

"ASOS.com's continued growth is due to their consistent ability to innovate with their online activity," said James Haycock, Managing Director of AdaptiveLab, the creative technology company that built the social media application. "Their open approach to including competitors on the site demonstrates that they really understand the role their brand can play when it comes to social interaction, as this application positions them as a useful resource that will have continued relevance."

About AdaptiveLab

AdaptiveLab is a London-based creative technology company. The company designs innovative online products and services (that it launches under its own name and creates tailor-made) for clients such as ASOS.com and YouGov Plc.

www.adaptivelab.co.uk

About ASOS.com

Established in June 2000, ASOS.com is the UK's largest independent online fashion and beauty retailer with over 35,000 products and 1500 new lines added each week. Aimed primarily at fashionably aware 16-34 year olds, the site attracts over 6.9million unique visitors per month and has in excess of 2.9million registered users. www.asos.com

For further information, images and samples please contact:

Amy Davies
asos.com

Greater London House
Hampstead Road
London
NW1 7FB

+44 (0)20 7836 1284
press@asos.com

Submitted by:
John Wood
+44 (0)777 152 0001
jw@worldwidepr.net
WorldWidePR.net
London, United Kingdom

[You can find this press release here](#)