

Iconique shines like never before

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Press release from: [Iconique](#)



Online Fashion Magazine Iconique recently relaunched her website. Originally founded in 2000 and back then a pioneer in this field the magazine reinforced her position as one of the online fashion bibles to look out for. The visually stimulating website, voted one of the top ten fashion magazines by Business to Fashion, shines like never before with a surreal, futuristic design that brings Fantasy back in Fashion. Joost van Gorsel is the creative and intellectual force behind the international publication.

Iconique has been taking her visitors on a trip to the best of fashion, art and design has to offer since founded in 2000. The magazine was born in Rotterdam, The Netherlands. The hang for a more cosmopolitan Rotterdam was the springboard to a virtual world of even greater glamour and luxury which Iconique's founder was aiming for. Iconique's lavish, whimsical design earned the site awards, was featured in exhibitions, published in books and numerous magazines. This position resulted in close collaborations with international designers and brands for both commercial and non-commercial projects, such as the online couture movie 'Check, Check Mate!' for Dutch designer Jan Taminiau in collaboration with Petrovsky & Ramone.

In eight years the website has grown into a state-of-art podium for both renowned and upcoming designers, photographers, artists and other creatives to show their work on. She aims to create a balanced mix of avant-garde, luxurious content where underground meets upperground, staying true to her principle 'not to fight for deadlines, but to fight for imaginative content'.

"big, bold, glossy and fabulous!"

Iconique stays true to her position to bring visually stimulating, high-end content mixing photography, videos, graphic designs and music into a stylish cocktail. In the changing landscape of printed media and the democratization of luxury goods, one should never forget the modern fairytales fashion can evoke, Iconique wants to bring the Fantasy back in Fashion... Internet facilitates ways to portray this mission in the most imaginative way.

The magazine will continue to evolve in 2009. The third edition of the Iconique Societas Awards is already in the making and continues to grow in both size and importance. The international jury of leading professionals will judge a new, third category next to photography and illustration; 'Excellence in Fashion Styling', which will bring the spotlight to the best emerging talent in fashion styling, make-up and hair. More fashion editorials will be published than ever before and a new section entitled 'Carte Blanche' will be released in the second quarter.

www.iconique.com

Iconique is the online fashion magazine that aims to be the most visually stimulating of all.

Iconique

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