

MODELINIA

MODELINIA GOES MULTI PLATFORM FOR FASHION WEEK

Fashion Website Launches Limited Edition Magazine and Daily TV Show for New York Fashion Week

New York, NY (February 2010) - **MODELINIA**, a multi-platform media brand where supermodels share their fashion, beauty and lifestyle secrets will leap off the web during Mercedes-Benz Fall Fashion Week 2010. The fashion-centric entertainment brand and brainchild of the creators of **Project Runway**, will launch a 32-page magazine named **MODELINIA Magazine** and a daily television show, **Modelinia Fashion Week TV** on NYC life (channel 25), starting February 11, 2009.

MODELINIA'S unique video and written content showcases fashion through the eyes and lives of the world's top models. This winter the website will expand its audience through an innovative print and broadcast marketing campaign in order to introduce the website, which launched in February 2009, to an even more expansive audience. With unprecedented access to the world's most glamorous and beautiful women, **MODELINIA Magazine**, **MODELINIA Fashion Week TV** and the original website will be the virtual all access pass for fashionistas.

"Fashion Week is a hive of activity, and we want to make sure people get MODELINIA everywhere they go," explains MODELINIA founder and **Project Runway** Executive Producer, **Desiree Gruber**. "Between our TV show, our magazine and the website itself, we have Fashion Week covered."

MODELINIA will launch **MODELINIA Fashion Week TV**, a daily television fashion and entertainment news program, giving viewers an insider pass to fashion's most intriguing personalities, coveted collections and exclusive events. The show, hosted by **Coco Rocha** and **Veronica Webb**, will air as a 30 minute fashion and entertainment news block on NYC life (channel 25), with each episode airing at 10pmET, covering Fashion Week weeknights - Thursday, February 11th through Thursday, February 18th, sponsored by **Macy's**.

From in-studio and on-location interviews with designers, models and industry experts, to watching celebrities pop in and out backstage at Bryant Park and Milk Studios, MODELINIA's got all the Fashion Week coverage you need.

Simultaneously, on February 11th, MODELINIA will launch **MODELINIA Magazine**, a 32-page magazine with four different covers featuring some of the biggest faces in fashion: **Coco Rocha**, **Chanel Iman**, **Kemp Muhl** and **Emily Didonato**. Twenty thousand copies will be distributed in prime spots throughout New York City including The Bryant Park Hotel, The Bryant Park Tents and MILK Studios. Cosmetic giant **Maybelline** will be the exclusive advertisers in the limited edition magazine. The magazine will contain original MODELINIA content, including exciting articles, imagery and profiles on stylish models.

Visit: www.MODELINIA.com to view MODELINIA'S Fashion Week coverage.

Visit www.nyc.gov/media for local cable and satellite listings

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