

Topshop has now launched on Facebook



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Industry: [Apparel & Fashion](#)

Press Release Summary: Topshop has launched the Topshop Fashion Fix application for Facebook users

Press Release Body: The new **Topshop Fashion Fix** which has recently been launched on **Facebook** allows users to see the newest must-have pieces for the season from their **Facebook** profile. **Facebook** users can view items in detail and stamp a "**love it or lose it**" comment for their friends to see. Pieces can be shared and passed to other **Facebook** friends to talk about the latest styles, plan outfits or simply arrange shopping trips.

The [Topshop Fashion Fix](#) application was created and produced by renowned digital agency Poke, and developed in collaboration with the [Topshop](#) internal web team.

As an added incentive for **Facebookers** eager to try out the new application, during the run-up to Christmas, **Fashion Fix** users can play a weekly game of "**Snap**" on **Facebook** to win anything from 10%-off at [Topshop.com](#) to a year's supply of shoes.

With thousands of groups already networking about **Topshop** and swapping ideas about what they're about to buy, this application ensures that they're the first to see what's new in-store. The **Fashion Fixes'** sharing and commenting features also allows them to have lots of fun in the process - and makes sure that their friends know exactly what they're planning to wear at the weekend.

-Ends-

Editors Notes

About

Topshop.com

With daily updates and over 3000 different items to shop at any one time, **Topshop.com** is one of the UK's biggest online retailers with an exciting and dynamic site to reflect the brand's image as an innovative fashion authority.

Topshop.com is **Topshop's** second biggest store and a leader in the digital market place. Communicating to it's customers via the weekly '**Style Notes**' email (a magazine-like reminder of news with 350,000 subscribers), two RSS feeds (the 'Style Blog' and 'Daily Fix'), their cute desktop 'widget' and video podcasts (including 9 London Fashion Week catwalk movies published within 24 hours of the shows), **Topshop** engages with their young and dynamic audience in ways that they understand.

About

Poke

Poke is a six year old creative agency for the digital age. **Poke** has built a reputation for engaging, challenging design communications work with a select group of high profile clients. **Poke** is the only UK-based agency to have been awarded the digital industry's equivalent of the '**Oscars**' - **New York's Webby Awards** - three years in a row (2005-2007). **Poke** opened a US office in New York in April of this year.

Poke has worked with **Topshop** since 2003 conceiving and delivering a number of successful online projects, including the design of their e-commerce store, the [Kate Moss collection](#) and the [Topshop video podcast](#).

Web Site: <http://www.topshop.com/>

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