

100 brands showcase their AW13 collections on Bipo, the UK's largest image provider to the British fashion press

Submitted by: Bipo

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More brands have chosen to showcase their AW13 collections with Bipo, the new free press image library, than with any other UK media image provider.

Unlike its competitors, Bipo allows fashion, beauty, home and lifestyle brands to upload their images for free, which the media can then download, also for free. There are currently more than 10,000 AW13 images available from 150 of the world's leading designers, multiple retailers and fashion PR agencies, including Alice by Temperley, Alberta Ferretti, American Apparel, Melissa Odabash, Superdry, New Look, Debenhams and Monsoon/Accessorize.

Bipo's freemium model means that any brand can showcase its images to the press, no matter what their budget is. Bipo knows that the press need the big brands, but that they also want the quirky names, the up-and-coming designers, the old-school classics and the unusual brands. The free-to-brands, free-to-press model results in a much more diverse collection of images than seen on any other site, which is why the journalists and the bloggers love it.

Bipo connects press and brands by providing the fashion and lifestyle press with an easy-to-use platform where they can call in samples and download still life images, creative campaigns, catwalk shots, lookbooks and press releases from numerous brands. All images are quality checked by the Bipo team to ensure that they are print-ready.

The website allows journalists to search by key trends, colours, brands and products, and also features the industry-approved 'TrackIT' sample request function.

Bipo has partnered with DIARY directory, a leading information provider to the fashion industry, allowing all those listed in the directory to be automatically approved as Bipo users. Those journalists and bloggers not listed will be verified by the Bipo team when they register.

To showcase your brand's images to the fashion and lifestyle press, call 020 7258 2680 or email sam@bipo.co.uk today.

For round-the-clock access to press material from more than 140 brands, go to <http://members.bipo.co.uk/Registration> now.

About Bipo

Bipo hosts a strong cross-section of designer, bridge and high street brands from multiple retailers, department store groups, independent retailers, wholesale labels and on-line retailers across multiple product categories. Bipo allows British and international press to access the world's most noteworthy fashion collections all in one place.

The Bipo team includes Ed Vause, founder of PRshots, Sam Fearn, founder of Fearnhurst PR, and James

Temple, a software specialist.

For more information on any aspects of Bipo, give Sam a call on 020 7258 2680 or email her at sam@bipo.co.uk.

www.bipo.co.uk

Bipo: Connecting press and brands