NEW FASHION-MODELLING APP LAUNCHES

Friday 1 May, 2015

Exciting news in the world of fashion technology as **FEELS**, the world's first app aimed at introducing new talent to the fashion community is launched. "**FEELS**" - an Internet term for "feelings" and used to describe something that generates an emotional response to something creative, has been developed by Dawson King in collaboration with **Storm Model Management**.

FEELS is the world's first fashion-modelling app that allows wannabe models and fashionistas to take high res quality photos of themselves, which fashion brands and the wider fashion community can utilise for castings and campaigns. In addition, the app enables brands to monitor real-time trends, download users' photos for editorial and campaigns, and for those interested in modelling to be scouted by an industry leader for representation.

Using the app, users post their everyday looks and enter brand casting calls for the chance to be discovered, with users also being given the option to like, comment and download photos, and be contacted directly by brands with new opportunities.

For the app's launch on the **1st of May**, up-and-coming male models are being given the opportunity to appear in a worldwide E-commerce shoot for one of Europe's most hotly tipped menswear design- ers, Ashley Marc Hovelle. Graphic streetwear experts Shade London have looked to feels to cast their summer style social media campaign, and Oh My Love London are casting their Festival collection editorial images using fashion's most forward thinking app.

STORM have been a market leader with their innovative and creative approach to management, and in addition to the successful model agency, have also set up a digital division – Storm Vision - which manages several successful digital influencers. The agency was established over 25 years ago by Sarah Doukas and Simon Chambers, and today represents many of the world's most iconic faces in- cluding Kate Moss, Cara and Poppy Delevingne, Jourdan Dunn, Cindy Crawford, Eva Herzigova, Este?e Lalonde and Amelia Liana.

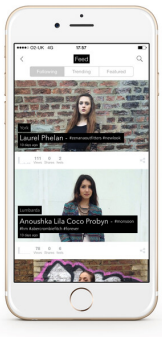
The launch of the app signals a new development for **STORM** which is synonymous with the successful scouting of many talented and iconic faces. The app aims to create an integral community for the fashion industry where resources, brands and services can be promoted and new talent can be introduced.

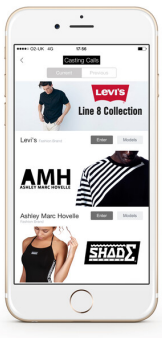
FEELS is launching on the 1st May in Europe on the Apple App Store.

Download from the app store here: https://itunes.apple.com/us/app/feels/id923833381?ls=1&mt=8

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