

## See the world of celebrity and film fashion through IdolEyes.

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Idol Eyes, created and run by one of Brighton's leading young entrepreneurs and fashionista is set to take the fashion world by storm. The already popular international boutique featuring Red Carpet - inspired, and celebrity-matched fashions for the everyday stylish man and woman, is officially launching it's already loved and coveted e-commerce website.

IdolEyes provides the best matches to celebrity, TV and film spotted fashion items, with over 90% of the matches being exact, and is tailored specifically to re-create the most popular [celebrity style](#), film and TV styles spotted. The chic online boutique draws from all the experience the IdolEyes directors have gained from their extensive work with the fashion industry, as well as their internet marketing expertise to offer an innovative new way to shop online; and is set to take on the multi-billion pound fashion industry.

The new website features menus dedicated to designer items which include everything from the latest 'It' handbags, celebrity loved Blahniks and James Bond suits, located on affiliate sites such as Nordstrom, Matches and Amazon. Customers can even search by event to be matched to the most glamorous and celebrated dresses, suits and accessories of [Red Carpet fashion](#). Alongside the products are inspiring and provocative blog posts covering fashion and beauty tips, product reviews, fashion hot topics and guides on the latest trends.

Daniel Golding, the brains of the business says "I'm very much looking forward to seeing the business grow, and it has been incredibly exciting to see the site even get to this stage. We are hungry to push the ideas and creativity that the site relies on to bigger and better levels of success. We will get to the point where when people think celebrity fashion, people think Idol Eyes"

At only 24 years of age, Daniel Golding has invested £14,000 of his own money, secured a further investor, and even hired a full time fashion expert employee to make his idea a reality.

The new website is growing from strength to strength, and is looking forward to welcoming exciting new additions to the content of the main site, including interviews with celebrity make-up artists and fashionindustry insiders, as well as a YouTube tutorial channel, so our customers can truly recreate the look with professional guidance and advice.

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