

PRESS RELEASE



## Design Your Way From Intern To Icon In XMG Studio's Fashion Star Designer

*More than just a mobile game, Fashion Star Designer brings engaging fashion entertainment to mobile devices.*

**Toronto, December 4<sup>th</sup> 2013** – Launched by award-winning mobile game developer XMG Studio Inc., *Fashion Star Designer* mirrors the glamorous real-life experiences of emerging fashion designers as they cater to design requests from prestigious clients to become an icon in the world of fashion. *Fashion Star Designer* is the successor to XMG's immensely successful fashion design game, *Fashion Star Boutique*<sup>®</sup> – with more than 150,000,000 total designs and 250,000 more unique player designs created daily. *Fashion Star Designer* will be available for free and fully localized in 5 languages (English, French, German, Italian and Spanish) on Google Play, Apple's App Store and Amazon's App Store starting December 4<sup>th</sup>. Check out the launch trailer here: <http://bit.ly/FSDTrailer>.

"In comparison to a pure mobile game, *Fashion Star Designer* was created with fashion entertainment in mind," says Ray Sharma, President and Founder of XMG – an accomplished studio in the mobile fashion game genre. "It's built with the latest version of XMG's signature, endlessly customizable fashion design gameplay, and is better described as a platform for creative expression. Users will find ongoing inspiration for their own style and personal creativity in the trend updates from XMG's fashion experts."

Developed for fashion lovers everywhere, *Fashion Star Designer* caters to its audiences' ambitions of becoming the best of the best in creating fashion trends, refining their style vision, and becoming a true fashion icon. Confronted with the challenge of satisfying a growing customer base as an upcoming fashion designer, players work their way through designs for red-carpet events, first dates or a night out. Successfully completed client requests are rewarded with status upgrades, trending fashion items, or in-game currency. As the player advances from Intern to Fashion Star, the designer unlocks more and more clients, learns about their individual tastes, styles and preferences and becomes acquainted with common industry terms.

*Fashion Star Designer* is the third hit in XMG's fashion series, which started in 2010 with *Style Studio: Fashion Designer*. *Style Studio* was the first app to allow for a deep, customizable fashion design experience, and a winner in the Best Art Application category of the 2010 Best App Ever Awards. The sequel – *Fashion Star Boutique* – was named one of 2012's Best Apps in Style and Beauty by iPhone Life Magazine, has a base of over 3,500,000 players, and an amazing 4.5 star rating on Apple's App Store. *Fashion Star Designer* will now

allow fans of the franchise to showcase their creations in new ways, starting with Pinterest and Facebook. The app has a completely revamped, stunning new UI, a focus on player promotions and personalization, the integration of inspiring trend updates, and cross platform parity between iOS and Android. Future updates will include features to allow users to interact and visit each other's boutiques as well as the creation of a Fashion Star Design community.

**About XMG Studio:**

XMG Studio Inc. is an award-winning developer and publisher of mobile games. Founded in late 2009, XMG has developed a track record for innovation excellence in mobile gaming including the release of critically acclaimed games downloadable on your iOS, Android, and Windows Phone devices. Based in Toronto, XMG is one of the largest indie mobile game studios in Canada. Named as one of the top global mobile games developers to watch by popular media, XMG is focused on providing creative expression through gameplay for all fans of fun.

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