

iPhone Fashion App by Calesco

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Fashion label Calesco today announces Calesco Couture 1.0, its new app for iPhone, iPod touch, and iPad devices. Calesco Couture covers Calesco's current collection on bridal, prom and festival couture. Each section contains photos of models arranged with Calesco's dresses at a photo shooting and live on catwalk. Every woman can discuss with friends which dress to buy, or just get inspiration for this season's new trends and zoom into the photos for every little detail of any dress.

Dresden, Germany - Fashion label Calesco today is pleased to announce the release of Calesco Couture 1.0, its new app for iPhone, iPod touch, and iPad devices. Calesco Couture covers Calesco's current collection on bridal, prom and festival couture. Each section contains photos of models arranged with Calesco's dresses at a photo shooting and live on catwalk.

A lot of Calesco's customers wish to have a catalog to take with them. Calesco Couture fulfills this wish, as the iPhone is always with you. This app is fashion to-go: Every woman can discuss with friends which dress to buy. Or just get inspiration for this season's new trends and zoom into the photos for every little detail of a dress.

By now, one even doesn't have to visit Calesco's atelier to be up to date. Just browse the galleries for latest designs. Additionally, the app enables iPhone users to call for an appointment from within the app. Calesco staff will be happy to assist you in finding your very own dress.

The integrated shop locator makes it easy for customers to find their way to Calesco. The map function displays the nearest shop and your own location. A valuable coupon for buyers is also included. For every purchase of a dress of an amount given in the app, a free pair matching shoes will be added to your buy.

Supported Languages:

* US English and German

Device Requirements:

* Compatible with iPhone, iPod touch, and iPad

* Requires iPhone OS 3.0 or later

* 10.0 MB

Pricing and Availability:

Calesco Couture 1.0 is free and available worldwide exclusively through the App Store in the Lifestyle category.

Calesco Dresden:

<http://www.calesco-dresden.de/>

Calesco Couture 1.0:

<http://www.calesco-dresden.de/index.php?id=28>

Download from iTunes:

<http://itunes.apple.com/app/calesco-couture/id362062360?mt=8>

Haase & Martin:

<http://www.haaseundmartin.de/>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Calesco is a German fashion label located in Dresden. Calsco Couture is developed by Haase & Martin GmbH, a mobile media company dedicated to mobile content delivery, application and kiosk system development. Bluetooth hotspots are developed for content delivery and mobile marketing purposes. Copyright (C) 2010 Haase & Martin GmbH. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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