

FOR IMMEDIATE RELEASE

## **Fashom #BeReal Campaign Promotes Positive Body Image & Real Beauty at NYFW**

### ***Fashion App Emphasizing Unfiltered Style & Non-Photoshopped Images evokes Important Message for Fashion Week Crowds!***

**NEW YORK (September 15, 2015)** – Fashom, the only fashion app that celebrates body confidence in unique styles of everyday people has launched their #BeReal video campaign, which aims to bring awareness to vital issues such as self-love and body confidence. On September 12, 2015, two “real” people stood in the midst of buzzing NYFW crowds with boards asking people to interact with the topic of real beauty and to place #BeReal stickers on them if they felt accepted.

With one plus-size female model and one cross dresser boldly presenting themselves before the world, the outpour of support and encouragement continued to flow in throughout the day – leaving the two covered in #BeReal stickers.

The idea for Fashom’s #BeReal video campaign was inspired by the body issues which have plagued the fashion industry (and the media at large) for many years. Through their #BeReal video campaign, Fashom aims to showcase that all bodies are beautiful, and promote acceptance for all people, body types and forms of beauty.

**#BeReal Video Link:** <https://youtu.be/VBC4nkE4Lzc>

#### **About Fashom:**

Fashom is the only fashion app which emphasizes body confidence, real beauty and self love – and where real people are trendsetters. Celebrating every day creative expression, and the unedited, unphotoshopped styles of real people around the world, Fashom has created a space where people don’t have to be intimidated by professional-looking pictures. Fashom recognizes that many of the images on today’s popular social media platforms are altered and/or enhanced to create a more “perfect” look, and that these “perfect” images can be intimidating, thus promoting an unrealistic and unattainable ideal of self-image. Fashom users can upload their own photos and videos, like and comment on posts, tag the brands they’re wearing, follow other users, explore new fashion ideas, share content to other platforms, and shop through the app. Users may also search through a digital global map to see where other users are posting, and find cross-cultural inspiration. The emphasis on body confidence, self-love, empowerment and wellbeing is a thread that is instilled in every aspect of Fashom’s platform.

For more information, visit [www.Fashom.com](http://www.Fashom.com), <http://www.Instagram.com/MyFashom> or [www.Twitter.com/MyFashom](http://www.Twitter.com/MyFashom).

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