

# BLUFIN<sub>Sp.A.</sub>



## ***BLUMARINE AND BLUGIRL FOR IPAD AND IPHONE***

*Blufin makes its App Store debut with two new official applications dedicated to the Blumarine and Blugirl labels, downloadable free of charge from Apple's digital platform.*

*The apps were developed to be compatible with iPhones and iPads and will enable users to get the latest news from Blufin via a selection of updated and exclusive content.*

*Pride of place is given, in both the apps, to the main collection and fashion show, where the latest collections for the season can be seen and the favourite looks shared on Twitter and Facebook; ad campaigns, with the best images from the Blumarine and Blugirl advertising campaigns; store locator, for finding the nearest monobrand store; stay tuned and join us on Facebook, which will allow subscriptions to the Blufin newsletters and real-time reading of the news regarding both labels on the social network.*

*Not forgetting the special content: the new Blumarine and Blugirl apps will allow users to download the videos of the season's shows and the exclusive backstage clips of the "making of" video of both Adv campaigns.*

*The applications, available in Italian and English, mean that Blufin can interact even more directly and immediately with its public, involving them actively in all the activities and news linked to the world of the two brands.*