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Back-to-School Shoppers Can Save Time and Money By Creating Wardrobes Online At Fashion Fantasy Game

NEW YORK, NY (August 6, 2009)---Family finances are tight but back-to-school shopping beckons. What's a parent to do when teenage daughters have caviar tastes and Tater-Tots budgets? Get teens to plan their wardrobes before heading out to the store, says apparel industry veteran and successful entrepreneur, Nancy Ganz. She's the creative force behind the fast-growing online fashion community, [Fashion Fantasy Game](http://www.FashionFantasyGame.com) (FFG), which enables members to design virtual fashions, buy and sell them, and network online through profiles, chat, email and instant message with other members who are passionate about fashion.

"Pencil skirts, jean leggings, a great white shirt, military jackets and tall boots are just some of the styles that will be roaming high school hallways and college campuses this fall," said Ms. Ganz. "Girls can save time and money by figuring out wardrobe basics and experimenting with styles and colors online at Fashion Fantasy Game, before they hit the shopping mall."

At Fashion Fantasy Game (www.FashionFantasyGame.com) members can put together a virtual closet of outfits in advance, which helps them know which essential pieces will stretch their budgets the farthest and create the most fashion-forward outfits that reflect their personal style, Ms. Ganz explained.

"I have a teenage daughter who loves to shop and I like it when she shows me what styles she prefers. It helps me stay in touch with her tastes and lets me know what I should keep an eye out for when I go to the store," said Ms. Ganz. "Fashion Fantasy Game is a great way for girls to create, mix and match and find their own unique look."

The Fashion Fantasy Game virtual world she created has more than 675,000 members and is growing at a rate of more than 10,000 members weekly. FFG members use the advanced FFG design tool box, choosing from thousands of apparel shapes, fabrics, trims and accessories to create their own virtual fashion designs. Members then market and sell their creations to other members, setting up virtual businesses through which they learn basics of finance and business. They may also participate in weekly design competitions (a la *Project Runway*). All members are also shoppers, who keep their FFG closets up-to-date with the latest members' designs to keep their "Shopping Diva" happy. Within the FFG closet, girls can mix and match tops, bottoms, shoes and accessories to create unlimited outfits.

In addition, FFG has robust online social networking components that provide players with opportunities to share their passion for fashion with others. Players create a profile page, may write and share blogs, chat online and send instant messages to other registered players. Players can even email their designs to non-FFG member friends.

Nancy Ganz, the creator of Fashion Fantasy Game, is a fashion industry veteran whose previous business successes include revolutionizing the intimate apparel industry with the invention of the Hipslip and the development of the Bodyslimmers line of shapewear, which she sold to Warnaco in 1996. She considers herself more inventor than designer, having developed Bodyslimmers to meet the needs of women who wanted to wear her line of body-hugging fashions. Similarly, she developed Fashion Fantasy Game after she saw her own daughter and her daughter's friends outgrowing other online games and virtual worlds as they approached their teen years. Join Fashion Fantasy Game at www.fashionfantasygame.com.

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