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**CUT ON YOUR BIAS LAUNCHES WITH 2011 CFDA/VOGUE FASHION FUND  
FINALISTS**

*CutOnYourBias.com and Several Rising Stars Merge Crowdsourcing, Design and Social  
Media for a Revolutionary Evolution of E-Commerce*

**February 8, 2012** (NEW YORK) – Cut On Your Bias, the crowdsourced social-commerce platform for womenswear, menswear and home items, launched Wednesday, Feb. 8, to coincide with New York Fashion Week. This business allows consumers to interact on preproduction decisions related to fabric, color and silhouette. All options available for online interaction are pre-selected by the designers themselves, creating an opportunity for virtual collaboration between consumer and designer. Each week a new designer will be featured with a capsule collection of items that can be crowdsourced. The following week the winning combination as voted on by the public will be available for purchase as limited-edition items.

Based in New York City, Cut On Your Bias is the online shopping destination for fashionistas who want to play a more active role in creating the items they purchase. Cut On Your Bias founder and CEO Louis Monoyudis and his team have partnered with 2011 CFDA/Vogue Fashion Fund finalists Carlos Campos and Antonio Azzuolo, as well as Tribune Standard, Hyden Yoo, Rogue, Bhon and others for collaborations exclusive to the site. In addition to fashion, home items will also be crowdsourced through collaborations with Moss and Artware Editions.

“Besides the rare instances of couture or bespoke, consumers have no interaction in the dynamic decisions that shape fashion,” says Louis Monoyudis, who spent a decade as a designer for Calvin Klein, John Varvatos and Tommy Hilfiger. “The most exciting aspect of being a designer is the selection of silhouette, fabric and color. Why not allow consumers to take part in that process and engage with their friends online while doing so?”

While there is a preponderance of custom sites, there are few that allow for social shopping via crowdsourcing with known brands. Monoyudis says, “By crowdsourcing design decisions, we are making it a competition to see what will win, and we also provide a compelling narrative where you can say ‘I helped design this item’ to your friends.”

Please visit [www.cutonyourbias.com](http://www.cutonyourbias.com) for more information.

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