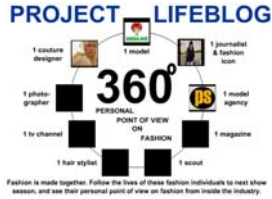


PROJECT LIFELOG 360fashion.net



Project lifeblog is a project about mobility and fashion created by anina.net.

It is a 360 degree, personal point of view on fashion, from working professionals within the fashion industry using mobile technology. Each person represents one “spoke” in the “wheel” of fashion. Watch all the participants to gain a 360 degree view on the fashion industry and hear what each spoke says about, WHAT IS FASHION, by showing what is fashion through their mobile phone and web interactions (mobile perspective).



Each participant uses a typepad.com weblog and a nokia mobile phone with the LIFELOG software on it. Each participant maintains a daily LIFELOG, posting from the phone directly to the typepad blog, from their point of view within the fashion industry.



Options Back

Each participant's lifelog will have a presence on the wap portal, micro.anina.net.

ANINA.NET

Anina is an international model with a passion for technology. Her most recent work is visible in DEdiCate magazine, shot by Andrea Giacobbe, and Russian Harper's Bazar, shot by Iris Brosch. She has just returned from Istanbul, Turkey, where she was shooting with Cuneyt Akeroglu for Elle magazine.

She is the one of the first MOBILE artists, producing multimedia art content with cutting edge mobile technology. Her most current project is in motion, called PROJECT LIFELOG, a 360 degree, personal point of view on fashion website.