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[In Style and LimeLife Launch In Style Mobile](#)

The latest fashion trends, beauty tips and celebrity style inspirations on mobile phones

In Style, the celebrity, lifestyle and fashion brand, and LimeLife, a publisher of mobile [content](#) for women, announced the launch of In Style Mobile, a mobile application that gives women access to the latest fashion trends, beauty tips and celebrity style inspirations through daily photos from a leading style authority. In Style Mobile is correlated to the In Style magazine and [website](#), which attract over 9 million readers and 1.7 million unique visitors every month respectively. Recognizing that women are heavy consumers of new digital media and early adopters of [mobile](#) content, In Style Mobile extends the In Style brand to a new platform with daily content updates, celebrity style news and fashion photos. "In Style has always been about inspiring women and making them more confident in creating their own personal style," said Charla Lawhon, Managing Editor, In Style. "With In Style Mobile, we can offer women our trusted brand of style authority in a way that is unique to women's busy lives." From a marketing perspective "we're creating a [platform](#) that engages and connects with this modern In Style woman, wherever she is," says Amy Keohane, Vice President, Brand Development, In Style. In Style Mobile includes daily photos of Hollywood's most fashionable stars, fashion trends and news, shopping finds and celebrity party pictures. In addition, an innovative "Save-Share-Send" feature lets subscribers save their favorite fashion looks and shopping finds for easy reference while shopping, share and comment on must-have products with their friends, send product finds and photos from the In Style [website](#) to their cell phones and create shopping wish lists. In Style Mobile is currently available to [Sprint](#) customers for a \$3.99 monthly subscription and will soon be available on all major U.S. carriers.