

ASTONISH Magazine officially launches nationally and internationally today on most major newsstands.

Would you like to secure a free press subscription to ASTONISH and ASTONISHWorld, their digital magazine platform and professional network for the fashion industry? The exclusive subscription will allow you to communicate directly with other fashion insiders.

Would you like to cover the launch and post some of the exclusive photos attached and below??

MEDIA ALERT:

ASTONISH MAGAZINE LAUNCHES IN NEWSSTANDS SEPTEMBER 27th

New High-End Fashion Magazine Redefines the Print Category

For The Brave New Digital World

New York, NY. September 2011. Once upon a time ASTONISH Magazine Publisher Ryan Chua had a love/hate relationship with fashion publications lining the newsstands. He saw that the publication industry he had grown up admiring had become an advertiser-worshipping shell of its former self. As an in-demand fashion photographer and artist himself, he felt that undeniably talented and emerging fashion designers, photographers, stylists and writers did not have enough platforms to showcase their work in major or independent glossies. Re-inventing the fashion magazine and featuring the best fashion artists in the world became his all-encompassing *raison d'être*.



While choosing a name for his new publication, Mr. Chua wanted a name that called people to take action, to inspire and to surprise people with awe. “ASTONISH” was just that. He championed for creative freedom for artists to create masterpieces without boundaries. Each submission chosen for the print issue has the ability to inspire the next

generation of creative leaders. Filled with brave, edgy and original images chosen purely for their visual merit, ASTONISH Magazine is the answer to an industry starved for smart, unique, and visually stimulating fashion and art content. This category-defying publication is not merely a high-end print magazine, but a multimedia platform for emerging artists to showcase their talent in a global spotlight. Its goal is to inspire, reinvent and revolutionize the fading publication industry.

The highly anticipated premier issue, Issue One: *Love Lust Desire*, is set to hit the newsstands all over the United States, Canada, Europe, and South America. With a core base of readers that are industry professionals and fashion students from around the globe, ASTONISH Magazine's appeal extends to all those who desire a serious career in the fashion industry and those seeking inspiration and appreciation for fashion and art. The ASTONISH reader includes aspiring and established photographers, fashionistas, bloggers, stylists, models, designers, and anyone who has been searching for the visually stimulating magazine that the fashion industry has been missing. It brings together the present and future creative talents. Join the movement, be a creative leader of the future, and prepare yourself to be astonished when ASTONISH Magazine ushers in the new era of publications in September.

While there is no substitute for the tactile experience of the print magazine, internet mogul and visionary ASTONISH CTO Richard McWilliams continues the ASTONISH experience in the digital realm. AstonishMagazine.com's *ASTONISHWorld* is a brand new online social network that allows photographers, designers, stylists, makeup artists, hairstylists, bloggers, editors, and fashionistas the chance to engage, collaborate, and inspire. ASTONISHWorld will also feature behind the scenes features, and beautiful premium videos and images. ASTONISH Magazine truly embraces the innate qualities of the print and digital forms, and seeks to bring a modern approach to delivering the finest fashion and art masterpieces to their readers. As the first print magazine created for the digital age, ASTONISH provides a unique opportunity for advertisers by allowing them to reach influential readers from the print magazine to the ASTONISH global audience.

Read the first issue and become a part of the movement at www.astonishmagazine.com. Contact hello@astonishmagazine.com for submission and other inquiries.

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