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DAILYCANDY AND TRIBECA® PARTNER ON “FASHION IN FILM,” A FIRST-OF-ITS-KIND MULTI-DAY, MULTIPLATFORM CONSUMER EVENT

Running September 19 and 20 Live and on DailyCandy.com, the Event Will Include Original Short Form Films Commissioned by DailyCandy and Produced by Tribeca, and Panel Discussions With Film and Fashion Luminaries Curated by Tribeca

DailyCandy and Instagram Launch Video Challenge on DailyCandy.com Where Consumers Can Showcase Their Fashion Inspiration Via 15-second Videos On Instagram

JULY 23, 2013 (NEW YORK)—[DailyCandy](http://DailyCandy.com), the premier online women’s content destination for food, fashion, and entertainment in cities across the country reaching over six million women, is partnering with Tribeca to create and curate “Fashion In Film.” The event, open to the public and taking place September 19 and 20 at New York’s Tribeca Cinemas and on DailyCandy.com, marks the first such showcase for the pre-eminent names in film and fashion.

The multi-day, multiplatform event will showcase two exclusive original short films – one narrative and one documentary – commissioned by DailyCandy, produced by Tribeca and helmed by high profile talent. “Fashion In Film” will also host panel discussions with film and fashion luminaries, including DailyCandy’s Chief Correspondent SuChin Pak, and will feature screenings of fashion films associated with each of the panels.

For “Fashion In Film,” DailyCandy has teamed up with Instagram to co-present the fan-driven social video contest which will complement the live event online. DailyCandy will invite consumers to participate via a creative challenge to share their own fashion inspirations via Instagram’s new 15 second video platform. Consumers’ film entries will be judged by a jury of DailyCandy editors, fashion and film influencers, and audiences viewing the shorts at DailyCandy.com and through special hashtags.

"As part of our ever-expanding video content strategy, we wanted to create an unprecedented DailyCandy event to celebrate fashion expression and style," said DailyCandy's GM Alison Moore. "This multi-platform event truly brings to life DailyCandy’s brand: that every day, editors discover and share emerging creative stars in fashion. Now, in collaboration with Tribeca, we make it experiential in a fresh way via the big screen and across all of DailyCandy’s digital platforms."

“There is a rapid evolution of how film and fashion are being increasingly intertwined,” said Jon Patricof, President and COO of Tribeca Enterprises. “We are excited to be working with DailyCandy to showcase both emerging and established designers and filmmakers, and create an event for consumers with a strong passion for the intersection of the two.

Ticket information and a complete event schedule will be announced soon.

The first-of-its-kind event follows DailyCandy’s recent multi-platform refresh in June, which created a dynamic and fresh consumer experience across all platforms – web, mobile, social, and video. The relationship with Tribeca utilizes the power of the multi-platform refresh to capitalize on one of

DailyCandy's hallmarks – to help consumers discover the new and emerging. The digital women's lifestyle brand will also use the momentum of the refresh to announce additional initiatives later this Fall.

About DailyCandy

[DailyCandy](#) is the original, trusted source for expertly curated discoveries of fashion, food, and fun. DailyCandy editors find the genuine, the next, and the unique for more than 6 million readers nationally and via eleven local city editions. DailyCandy is accessed online at [DailyCandy.com](#); via mobile app [DailyCandy Scout](#); email newsletters, and on social networks: [Facebook](#), [Twitter](#), [Pinterest](#), Instagram, Foursquare, [Tumblr](#), and [YouTube](#). DailyCandy is a unit of NBCUniversal.

Tribeca Enterprises

Tribeca Enterprises is a diversified global media company based in New York City. Established in 2003 by Robert De Niro, Jane Rosenthal and Craig Hatkoff, the company currently operates a network of branded entertainment businesses including the Tribeca Film Festival, Tribeca Film Festival International, Tribeca Cinemas and Tribeca Film, a distribution platform. It also has a strategic partnership with the Tribeca Flashpoint Media Arts Academy. The company's mission is to provide artists with unique platforms to expand the audience for their works and to broaden the access point for consumers to experience independent film and media.

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