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**Fashion Indie Wants Your Money. Launches Shop Indie.**

*Fashion Indie would like to introduce you to their new site category called Shop Indie where you can keep up with the latest fashions and purchase them as well.*

**/24-7PressRelease/** - BROOKLYN, NY, June 18, 2008 - Hipsters, scenesters and desperate wannabes will finally have a place to spend their daddies hard earned money. Fashion Indie has just launched Shop Indie, a viciously curated hub for the best Brooklyn-based, international independent designers and occasional mainstream fashions.

Shop Indie is set to be the top online destination to view the most recent products from Fashion Indie's favorite designers. Each day, Shop Indie writers will post their top selections for the hottest and newest fashion lines. The site will feature designers like Brooklyn's own Love Brigade, Yoko Devereaux, and Built by Wendy, as well as selections from favorites like Marc Jacobs, Alexander McQueen, and Stella McCartney.

"We wanted to give our readers a chance to unload some money on the shit we love. Every item in Shop Indie is carefully selected for it's street cred value and will instantly turn you into someone we'd waste our time talking to," says Fashion Indie President, Daniel Saynt.

Shop Indie will provide shoppers with a chance to choose their favorite indie designers and have them featured on the site. Each week a new designer will be selected and shoppable products from their collections will hit the online store.

A useful reference point for buyers, Shop Indie will feature some of the world's most unknown designers. Shop Indie will provide details on the pieces chosen for display as well as a direct link to purchase the selected products. Shoppers can voice their opinion of favorite items through a "Love It/Hate It" voting system, comment directly on curated items, and send favorite items to their friends.

"Shop Indie will provide our readers with a chance to voice their opinions on their favorite collections, pieces and designers from around the world. It will also present shoppers a chance to buy these items with one-click of a mouse rather than having to divulge themselves in an agonizing search that may lead to gout, impotence and/or thoughts of suicide," stated Daniel Saynt.

Over 100 summer ready items have already been added to Shop Indie, with nearly 1000 set to be added over the next season.

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