

ONLY BECAUSE WE CAN BLOGGER

At ONLY we believe that fashion is all about daring to make the most personal choices, and truly show who you are. Following this thought, we are plotting for something entirely new to happen this spring, and we are inviting you to take a peek as the secret is revealed.

ONLY IS TAKING NEW STEPS

Starting on **3 February** and for the following four days, an extraordinary photo shoot is taking place in various locations in Florida, USA. This shoot is being conducted by ONLY and involves several models, lots of cameras, musicians and an unimaginable number of props.

It also involves moving around quite a bit, and to make sure ONLY's fans don't miss out on anything, the five days of the shoot will be documented via live blog on ONLY.com.

FASHION SPY ON THE ROAD

ONLY has invited a well-known and established Dutch fashion blogger to live-blog from the shoot at ONLY.com.

"We have a long and proud tradition of engaging bloggers at ONLY.com," says **Niklas Sønderkov Andersen**, Marketing Manager of ONLY.

"For us, it is only natural to be in close dialogue with fashion users and fashion interpreters, and since we are making quite a bold move this spring, we wanted to make sure that our end consumers, 'the ONLY girls in the world', got a first-hand view of what is happening behind the scenes."



Your eyes and ears will be **Dutch fashion blogger Phoung Ngo**, whose blog Travel in Style is one of Holland's most popular. Her blog is visited by more than 30,000 eager fashionistas every month, and it is part of the high-end Dutch blogging community Creators of Desire.

SO WHAT'S HAPPENING?

To find out, stay connected at ONLY.com.

FACTS

Follow the journey and the shoot at ONLY.com beginning on February, and join us when the secret is revealed at the end of March.

Blogger Phoung Ngo, who is documenting the shoot, is hooked on fashion and travel, and on her blog she shares both her passions. Find it at : <http://travelinstyle.creatorsfdesire.com/>

For further questions, please contact Signe Sloth, International PR coordinator at ONLY.
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