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18 October 2010

## Irmasworld app on the way

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**Fashion character brand launching iPad and iPhone application.**

Irmasworld is making the move onto iTunes, with a new fashion-based app for iPad and iPhone launching. Called Irma's Dressing Room, the app is based on the same feature from the website. It allows users to create their own style by dressing Irma in selected high-end fashion brands. The outfits can then be saved or shared with friends.

The app will also enable access to the Irma's Diary blog.

The iTunes launch has coincided with the character's collaboration with Tokyo's luxury retailer, Isetan. The high-end department store is hosting the first Japanese solo exhibition of Irma illustrations.