

TOTAL LICENSING

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**Irmasworld Launches iPhone and iPad App**

Irmasworld has launched an app for the iPhone and iPad, available to download from the iTunes store from this month, based on the dressing room feature on Irmasworld website.

The App, which uses optimized graphics for the iPhone 4 Retina Display and is available in HD for the iPad, allows users to create their own style by dressing up Irma in selected high-end fashion brands.

The iTunes launch will coincide with Irma's collaboration with Tokyo's luxury retailer Isetan in an agreement negotiated through Taiko & Associates which represents the property in Japan. The high-end department store is hosting the first Japanese solo exhibition of Irma illustrations.