

Get a front row seat to the catwalk with Inception and FashionTV

Inception's new FashionTV VR channel brings fashion into VR for the first time

December 19th, 2017 – Tel Aviv, Israel – [FashionTV](#) and [Inception](#) today announced the launch of the first VR fashion channel, featuring new and existing content from fashion creators and shows around the world.

FashionTV has been a fixture in fashion reporting and features since its launch in 1997, distributed in 500 million households over 150 countries. FTV is the only TV equivalent to fashion print media, appealing to everyone interested in fashion, style, beauty and trends. Inception, a top VR creator and distributor recently funded by RTL Group, has a cross-platform app and works with talents and publications including Pitchfork and Time Out.

FashionTV creates over 100 hours of new 2D programming each month, and with this launch they are taking their first step into VR. Experiences being released today include 'Miss FashionTV Awards Cyprus – Meet the Models' and 'Miss FashionTV Awards Cyprus – The Competition & Show', both filmed in Cyprus and giving viewers a chance to experience the FashionTV Models Awards as if they were there; 'Up Close with Neta Alchimister' where we join Neta on her top model campaign shoot, and 'DSQUARED2 at Factory 54, Tel Aviv' where we join the world leading design duo for the launch of their Be Cool Be Nice capsule collection. More content from Cyprus and from Victoria Secret's is also available, and more experiences will be added on an ongoing basis.

"Virtual reality gives us the chance to bring fashion to the masses, in ways that were never previously possible, with exclusive content. As one of the top fashion video creators, we wanted to be the first to pioneer VR content as well – and we're thrilled to be working with Inception who are also pioneers in their field. We look forward to having you join us on this exciting and fashionable journey," said Michel Adam, President of FashionTV.

"VR gives people a chance to visit and see things they may never get the chance to do in real life," said Benny Arbel, Inception CEO. "Fashion impacts all of us every day, and by bringing it to the world in VR we have the chance to give people access to experiences they would never be able to have otherwise."

[View the 360 trailer for FashionTV on Inception here.](#)
[View the flat trailer for FashionTV on Inception here.](#)

You can find the FashionTV channel on the Inception app, available for download across platforms: [Oculus Rift](#), [HTC Vive](#), [Microsoft MR](#), [Samsung Gear](#), [Google Daydream](#), [iOS](#) and [Android](#).

About Inception:

Inception is a leading next-generation immersive (VR/AR) content network, combining unique proprietary technology, a best-in-class creative studio, and a cross-platform destination app. Inception has received a strategic investment from RTL Group and is the VR/AR arm of the Group.

Inception launched in October 2016, and has apps for Oculus Rift, Samsung Gear, iOS, Android, Google Daydream, HTC Vive, and Microsoft MR, with Sony PS coming soon. It has over 1 million downloads and a vibrant community of active daily users.

About FashionTV:

Fashion TV is the world's largest fashion & lifestyle tv channel, reaching 500m households globally. Having set the standard in fashion broadcasting for 20 years while building powerful technologies, FTV is uniquely geared to lead a new age of digital fashion media and to capitalize on its widely recognizable brand.

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