

## **Flashionista.com - A Guide To Fashion, Lifestyle And Well-being Launches**

*By AvantGarde Communications Group*

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*Website and E-Newsletter Offers an Inside Scoop to Modern Boomers*

Montclair, NJ – Mary Marino, a voice for interpreting popular culture and inspiring new ways of living, thinking, loving, and shopping, announced today the launch of a new site, <http://www.Fashionista.com>. A free bi-weekly e-mail, The Fashionista Report delivers must-read content about beauty, wellness, nutrition, lifestyle, and fashion from the inside out.

Launched in response to a lack of interesting content for the self-aware, style-conscious, female boomer demographic, The Fashionista Report delivers fresh and appealing content to women 45 and older. Marino came up with the idea for The Fashionista Report after realizing that the fashion and lifestyle news she was receiving in her own inbox seemed irrelevant to her age and interests.

Designed for the modern, fashionable and worldly woman, she created The Fashionista Report in celebration of “our wisdom, wit, and awareness!” said Marino. Filtering information that is relevant to this market, Marino delivers a quirky perspective, eclectic glance and entertaining voice in each Fashionista Report.

Twice a week, subscribers receive The Fashionista Report, which includes coverage of hot topics and cool information, interesting news to sharpen, empower and motivate new thinking, introductions to new products, cutting-edge services and the latest ideas.

“The Fashionista Report is all about delivering ‘hot flashes’ you’ll enjoy”, added Marino. “Our news flashes offer up real news in an honest format for an audience interested in becoming even better versions of themselves.”

Today, the website serves as a base for subscribers and for access to archives of previous Fashionista Reports. There are plans to roll out a more enhanced website to include expanded content and resources in 2010.

Subscriptions to The Fashionista Report can be obtained at [www.Fashionista.com](http://www.Fashionista.com); they are free and require only an email address.

### About Fashionista.com

A free bi-weekly email newsletter and website, [www.Fashionista.com](http://www.Fashionista.com) is the first email newsletter targeted to modern boomers, which delivers relevant must-read content about beauty, wellness, fitness, nutrition and fashion from the inside out.

The Fashionista Report publishes twice a week on Tuesdays and Thursdays. Please visit [www.Fashionista.com](http://www.Fashionista.com) to sign up for a free subscription.

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PR, marketing, new business development, promotional counsel, branding and creative solutions.

Category Lifestyle, Beauty, Fashion  
Tags boomer, Lifestyle, flashionista, beauty, Wellness, Fashion, Wellness, nutrition, mary marino, fashionista report  
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