

FASHION CAPITAL



NEWS CUSTOM PUBLISHING LAUNCHES IPAD APP

News Custom Publishing has taken a further leap into digital media with the launch of its iPad app for shopping centre giant, Chadstone – The Fashion Capital.

The Fashion Capital iPad app is now available to download, free, on iTunes. Search for 'Chadstone' in the iTunes app store or follow this link:



Fashion Capital App

[Click here to download](#)

The iPad edition of the highly successful print publication – established to test the product in the market – features stunning fashion shoots, the hottest trends from premium designers, must-have lifestyle products, fantastic food inspiration and exciting travel destinations. The app is a wonderful showcase of News Custom Publishing's editorial and design expertise and perfectly delivers the client's brand message.

Smart navigation and enhanced content, including video and social media integration, now offers Fashion Capital readers even more value.

"News Custom Publishing's exciting venture into the world of iPad apps demonstrates the company's creative innovation and capabilities. We love to push the envelope in creating outstanding products for our clients," says David McDonough, News Custom Publishing's General Manager and Publisher.

Developing iPad apps is just one of the cutting-edge services offered by News Custom Publishing. The business produces a raft of exceptional quality print magazines and websites – all expertly tailored to deliver powerful brand communications for clients.

"We're absolutely delighted with the app," says Mardi Ashkine, Senior Marketing Manager for Chadstone – The Fashion Capital. "We've been working with NCP on the print magazine with outstanding results, and the app adds a whole new dimension to the content being created for readers."

News Custom Publishing is proud to present the Fashion Capital iPad app, demonstrating once again the company's continuing evolution and progressive approach in an ever-changing media environment.

For more information, contact

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