

Gap Factory Store "Exclusively Styled" By George Kotsiopoulos

March 20, 2014



"Exclusively Styled

San Francisco ([RPRN](#)) 03/20/14 — Gap Factory Store announces the "Exclusively Styled" campaign, its first global marketing collaboration and partnership with celebrity stylist and television personality George Kotsiopoulos. The campaign kicks off on March 20, showcasing current trends and styles at a

value from Gap Factory Store's Spring 2014 collection.

The "Exclusively Styled" campaign will feature George Kotsiopoulos as a Style Editor for Gap Factory Store offering expert tips, product picks and styling insight via social media platforms, print advertisements and store-front displays. The campaign will come to life over four seasons in 2014, including Spring, Summer, Fall and Holiday. Each season, George Kotsiopoulos will select must have looks modeled by top talent from the world of fashion, music and sports, starting with Dylan Penn, model and daughter of Sean Penn and Robin Wright, this Spring.

"Everyone wants to dress like a star, but on a real girl budget," said George Kotsiopoulos. "I'm excited to partner with Gap Factory Stores to create the on-trend, head-to-toe looks that everyone can wear right now."

"We are excited to have George join Gap Factory Store as the Style Editor

for the brand," said Andi Owen, Executive Vice President and General Manager, Gap Global Outlet and Factory Store. "Our customer relies on us to deliver casual trend-right styles at a value and we want to enhance her shopping experience with a trusted style editor. George's bright attitude and enduring style align perfectly with our vision."

About Gap

Gap is a global apparel and accessories brand focused on delivering casual, American style. The brand offers classic, iconic clothing that helps customers express their individuality through its Gap, GapKids, babyGap, GapMaternity and GapBody collections. With an optimistic point of view and belief that everyone can make their creative mark in the world, Gap embodies what it means to be bright. Founded in San Francisco in 1969 by Donald G. Fisher and Doris F. Fisher, the brand has grown from one store to over 1,600 company-operated and franchise retail locations around the world. Gap is the namesake brand for leading global specialty retailer, Gap Inc. ([GPS](#)) which includes Gap, Banana Republic, Old Navy, Piperlime, Athleta and Intermix. For more information, please visit www.gapinc.com.

About George Kotsiopoulos

George Kotsiopoulos is a fashion editor, consultant and stylist. He is currently the co-host of the popular, weekly series "Fashion Police" on E! Entertainment – where he discusses celebrity fashion. In addition, George is a Fashion Consultant for select celebrities, socialites and CEOs. He is a frequent contributor to The Hollywood Reporter and has worked as a freelance stylist for publications including Details, New York Magazine, Rolling Stone, i-D, Entertainment Weekly, Interview, L'Uomo Vogue, InStyle as well as The New York Times Magazine. George just published his first book Glamorous by George in January 2014.

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