

Tagging the Net

BY BRANDON ROBERTS

"Online shopping never looked so hot!" exclaimed the savvy team behind intimate apparel website GraffitiPink.com, who celebrated the site's impending launch with a party at The Glass Garage Gallery in West Hollywood, CA, on November 15, 2006.

Event sponsors included *MissBehave* magazine, **Urban Decay** cosmetics, **Her** energy drink, and **Vitamin Water**. DJ **Valida** kept the vibe funky as business partners and GraffitiPink.com founders **Light Silver** and **Jasmine Imani** worked the room tirelessly. Gallery walls featured pictures of gorgeous lingerie-clad models against hot pink backdrops, setting the perfect tone for the online retailer's public debut.

Created in 2006, GraffitiPink.com features a range of "haute intimates," emerging brands, and original lines. The site's first in-house brand, **Cotton Candy**, consists of "lush and cozy staple items," while its premium line, **Graffiti Pink Intimates**, provides "opulent, knock-out pieces" for its customers' intimates wardrobe. Imani hopes the site offers intimates-savvy customers something special: "When creating the site, we envisioned the fashion plate—the woman who is anything but simple. She shops boutiques to get something that not everyone has ... and whether you can see her intimates or not,

she always looks fantastic underneath her clothes."

Wendy Glez, **Third Floor**, **Princesse Tam Tam**, **State of Undress**, and **Wrap Up by VP** are also among the luxe brands offered on the specialty site. There will not be a ceiling on the number of brands the site will carry, but the partners plan to hand-select them all. "These are designers you may not know by name—but will love," says Silver. The e-tailer also plans to carry jewelry collections by **CC Skye**, **Citrine**, and **Disney Couture** and is working with **Ebba Los Angeles** to formulate and launch a signature perfume line exclusively for the site (fittingly called "Miss Graffiti Pink").

The entrepreneurs were enthusiastic about the reception at their launch party. "The feeling's real positive; everybody's excited about GraffitiPink.com!" Silver and Imani have good reason to be optimistic about the future, having already experienced measurable success in computer software and e-commerce prior to the launch of this site. "We haven't seen anything like [it] in America," says Silver, "so we created what we



Light Silver and Jasmine Imani

couldn't find—an intimates destination site for playful and stylish women."

The partners plan to take their wares off-line soon, opening boutiques in Los Angeles, New York, and Miami. "In one year, we'd like to open a boutique in West Hollywood," says Imani. "Our online business is important, but brick-and-mortar is the ultimate goal." ♦