

What to wear—anywhere.

“Do LA women really wear shorts in winter?”
 “Are my zippered skinny jeans tacky in Boston?”
 “Can I ever look as stylish as women in New York?”

anyweargirl.com

My Late Winter in Chicago

My Outfits:

Outfit 1: En route to work in hopes of happy hour après.

Trustworthy answers to these questions have been frustratingly elusive for fashionable women, unless they've got a BFF in every stylish city. But now there's anyweargirl.com, a fashion meta blog featuring a personal look at the styles of fashion authorities from the world's most stylish cities.

The beta launch covers New York, Los Angeles, Boston, San Francisco, and Chicago. Subsequent phases will expand coverage to additional American cities, such as New Orleans, Dallas, D.C., Atlanta, Seattle, Pittsburgh, and Miami, as well as key European cities, including London, Rome, Paris, and Barcelona.

How it works

Each city is represented by a series of anyweargirl Locals—fashion bloggers, personal stylists, style scouts, and otherwise stylish women with a close eye on the local look for their cities.

Every Local's profile is updated seasonally with head-to-toe outfit shots, top picks and must-haves, as well as their targeted recommendations for shopping, nightlife, and culture.

Outfit 3: Dancing the night away at Smartbar OR Any day is a good day for Champagne.



Late Winter Picks:



Why it works

No other fashion website deconstructs local fashion from multiple cities and makes it accessible like anyweargirl.com. And no other site aggregates local fashionistas by city to let readers see at a glance not only what's hot but how to get the look.

Readers instantly identify with one of the various Locals through her personal style description, like “Glamour With an Edge” or “Tragically Suburban,” to give readers a personal connection point.

Besides a core seasonal post (updated with each major season), Locals will contribute timely articles and video blogs on events, activities, street style, how-tos and advice—always with an undercurrent of local fashion.