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Wallpaper* launches image-rich iPad app in association with Hermès

Wallpaper*, the international design, fashion and lifestyle magazine, is launching a new iPad app, in association with Hermès.

The app, entitled Case Studies, is free to download and launches with images curated by Wallpaper's architecture, art, design, interiors, lifestyle and fashion teams. With a new photograph or video uploaded every day, this simple and beautifully executed app will build an invaluable and inspirational archive

Developed in association with Hermès, the app has an additional gallery that neatly integrates the luxury brand's presence providing additional visual content within the six themes.

Tony Chambers, editor-in-chief of **Wallpaper***, says: 'We are thrilled to be working with Hermès to deliver this

outstanding pictorial archive. Our new iPad app will inspire, inform and entertain users.'

Victoria Ewen, creative communications director of Hermès, says: 'Hermès is delighted to be associated with this new expression for **Wallpaper***. For us a partnership between the iPad, **Wallpaper***, which has always been at the forefront of communicating design, and Hermès, a family house that is founded in tradition but a tradition which was always based on the pursuit of the latest and finest developments in craftsmanship and design, is a perfect marriage.'

Case Studies is Wallpaper's second iPad app and follows hot on the heels of The Directors' Cut. The app launches as the title celebrates another digital high, with its number of Twitter followers passing the quarter of a million mark.

The Case Studies iPad app was built by Portable Pixels.

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ABOUT WALLPAPER*

Truly international, consistently intelligent and hugely influential, Wallpaper* is the world's most important design and style magazine. It has attracted the most sophisticated global audience by constantly pushing into new creative territories and ensuring its coverage of everything from architecture to motoring, fashion to travel, and interiors to jewellery remains unrivalled. Wallpaper* has readers in 93 countries and has enjoyed unparalleled success in reaching the design elite right across the globe. To us, the world is one seamless marketplace, where consumers flit from one destination to the next, easily cross physical borders and cultural divides, and flirt with a variety of different brands, both established and undiscovered. With 12 themed issues a year, and a limited-edition cover by a different artist or designer each month, Wallpaper* has evolved from style bible to internationally recognised brand.

Innovation & Brand Building Initiative – Wallpaper* Handmade issue

British Society of Magazine Editors Awards 2010

Innovation & Brand Building Initiative – Wallpaper* Made in China issue

British Society of Magazine Editors Awards 2009

Best New Editor of the Year – Tony Chambers

British Society of Magazine Editors Awards 2008

Best Designed Magazine of the Year – Wallpaper*

'Wallpaper* continues to innovate with page after page of just stunning design. The most restrained, considered magazine in this category. A triumph.' The judges, Press Gazette Magazine Design and Journalism Awards 2008

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