

# about us

## MILESTONES: 1976 - 2008

### 1970s

1976 Videofashion launches what **Time Magazine** calls the world's first video magazine: Videofashion News

1977 New York City hotels introduce the closed-circuit Videofashion Channel

1979 Videofashion begins covering the Paris fashion shows

### 1980s

1980 Videofashion coverage includes the Milan collections

1980 **Time Life Video Club** distributes Videofashion News as "world's first magazine on video cassette"

1981 Videofashion & RCA VideoDisc join forces for "The Beautiful You"

1984 London designer collections join Videofashion

1984 Videofashion News airs on **Lifetime** in the US

1985 Videofashion Men launched

1989 Videofashion acquires rare Black & White National Archives fashion footage

1989 The Bikini Open makes waves on pay-per-view

### 1990s

1993 Videofashion takes Western fashion to China on Beijing TV

1994 Videofashion stages "**The Greatest Fashion on Earth**" in South Africa with Miss World Contestants

1995 Videofashion News airs on E! Entertainment channel in the US

1996 Model TV launched

1998 Videofashion programs 38% of the Style Network's content in the US

1998 The Designers, Millennium Fashion, and Fashion Classics series introduced

### 2000s

2001 Elsa Klensch hosts World Fashion Tour on the Trio channel in the US

2001 Fashion Uncensored airs on Chum's Fashion Television Channel in Canada

2002 Videofashion co-produces several programs of The Designers with Women's Entertainment (WE) in

2003 Videofashion provides all content to start Zee TV Trendz in India and Chic TV in Thailand

2003 Videofashion provides major output for SIC's Women's Channel in Portugal

2003 Designer Premiere launches

2004 The Designers airs on the Biography Channel in the UK

2005 Videofashion goes HD on all new shooting

2005 Elements of Style launches

2005 Videofashion partners with GDTV for **1st Annual Model Mania** contest in Guangdong, China

2006 Fox HD Japan airs Videofashion News and World Fashion Tour in HD

2006 NYC TV plays Videofashion News every week in New York metro

2007 Videofashion inks major deal with WOWtv in Singapore

2007 Designer Marathon launched

2007 Videofashion programs Beauty & Fashion Channel in 34 million US households

2008 NYC TV expands Videofashion programming to **3 hours/week**

2008 **Videofashion.com v3.0** launches

2009 Videofashion introduces **Model Countdown** and **Legends of Design**