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By: **PR.com**

April 29, 2013 at 07:00 AM EDT



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Pinterest Fashionista Wins \$500 Online Shopping

Spree from Catalogs.com

Fort Lauderdale, FL, April 29, 2013 --(**PR.com**)-- Fashionista and talented Pinterest-user Mimi Tanaka has won the Catalogs.com \$500 Spring fashion shopping spree with her color-infused board "My Spring Fashion Palette." Tanaka's Pinterest board, with 73 pins of clothing, color swatches and catalogs, has more than 3400 followers. Her **winning entry** was selected this week from hundreds of entries by a panel of judges at Catalogs.com.

"Selecting a winner from all of the gorgeous Pinterest boards was challenging, but the carefully executed color scheme of Mimi's board echoes the ombre patterns that are all the rage this Spring, and that made it stand out," says fashion editor Sammy Sanchez, of Catalogs.com's Let's Talk Style blog. "We love Pinterest because it is very visual, which makes it the perfect social site for showcasing and sharing fashion inspiration."

Participants in the "My Spring Fashion Palette" Pin-to-Win contest were required to pin ten **fashion catalogs** from Catalogs.com and add other images that inspire their fashion purchases. Style, clothing, shoes and beauty tips are among the most popular categories on Pinterest. Trending looks from popular fashion retailers often go viral, with thousands of repins and hundreds of comments.

"It is important that retailers add Pinterest to their mix of social media efforts," says Leslie Linevsky, Catalogs.com co-founder. "Catalogs.com curates boards on beauty, women's and men's fashion to promote our retailers and share fashion trends. We see significant inbound traffic from Pinterest, and contests are a great way to increase awareness and build a relationship with our shoppers."

About Catalogs.com

Since 1996, shoppers have universally recognized **Catalogs.com** as a trusted shopping and catalogs portal, attracting more than one million unique visitors each month. The comprehensive Catalogs.com website, newly launched Catalogs.com for iPad and Catalogs.com online catalogs feature over 740 major and specialty retailers, and provide shopping access via web, iPad and mobile phone platforms. Get social with Catalogs.com on Pinterest and follow fashion trends on **Let's Talk Style**.

Contact Information:

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Allison Kugel

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