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TALKING FASHION

Blogger Hayley Phelan serves up a daily dose of all the designer, model, trend, and industry news you need to know.



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CAMPAIGN TRAIL | FASHION NEWS

key to success: american apparel teams up with chictopia for new advertisements

by naomi nevitt january 21, 2009



Write on! It seems that bloggers are taking the fashion industry by storm. First, we reported that [Fashion Toast's Rumi Neely](#) is [RVCA's latest model](#), and now Karla Deras of [Karla's Closet](#) is hitting the big time. The Simi Valley-based internet celeb is [starring in American Apparel's newest campaign](#) for their California Select vintage collection, thanks to a collaboration the SoCal basic brand has with [Chictopia](#). What's next, Tavi of [Style Rookie](#) for Comme des Garcons? We sincerely hope so!

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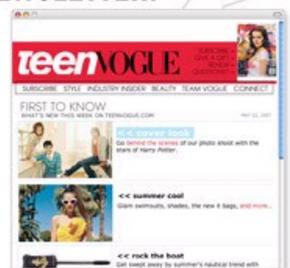
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 dream out loud ... and selena gomez answers!

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