

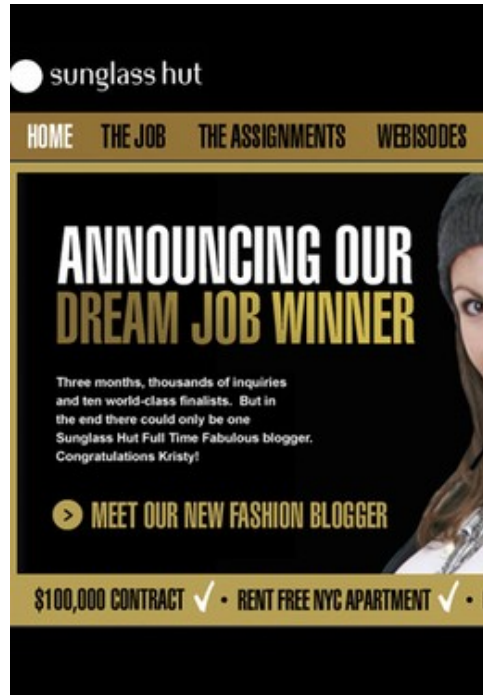
Social Studies: 1/14/11

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Posted FRIDAY JANUARY 14, 2011

Last Edited FRIDAY JANUARY 14, 2011

From [WWD.COM](#)



Sunglass Hut's Full Time Fabulous winner.

Photo By Courtesy Photo



The Editor, a planner for bloggers.

Photo By: Courtesy Photo

WWD. "It's a 'headquarters' for everything blog related: important URLs, post ideas and management, tracking featured products, calculating blog-generated income and related expenses, inspirations, sources, managing contests and giveaways and more." For \$30, The Editor includes monthly bulletin boards and editorial calendars, product logs, revenue and expense trackers, link lists, contact pages, post manager pages and more. Now we just have to wait for the digital version to come out.

Teen Vogue is hosting an interactive media lounge at WWD Magic in Las Vegas, and the magazine has invited 15 bloggers — including **Jane Aldridge** from **Sea of Shoes** and **Erica Domesek** from **P.S. I Made This** — to become WWD Magic

SUNGLASS HUT NAMES STYLE BLOGGER: After several months of poring over the more than 1,000 applicants who entered the retailer's Full Time Fabulous competition, the team at Sunglass Hut named Kristy Eléna as its first fashion blogger. Eléna, who's maintained a personal blog for the past nine months and entered the contest just one day before the Oct. 27 deadline, told WWD that she plans to create a blog that resonates with her readers and Sunglass Hut fans. "I want people to visit the site and feel that they're a part of something. I love interactive blogs, and I'd like to get people really involved in my blogging and get their opinions and insights, too." Eléna counts The Citizen Rosebud, Bryanboy (also one of the Full Time Fabulous judges), Grit and Glamour and Fashion Toast as her favorite blogs, as well as New York magazine's The Cut. As previously reported in Social Studies when the competition was announced in September, not only will Eléna receive a \$100,000 salary for the year, get to live in a furnished apartment rent free and receive \$1,000 a month spending money, she'll also probably get to pal around with Sunglass Hut style director Rachel Bilson. The retailer has big plans to raise its social media profile this year, and during the public voting phase of the competition alone, there were 165,000 unique visits to the Web site, and more than 33,000 users voted on their favorite contestant videos. Eléna's video received nearly 12,200 votes, and the top 10 finalists generated more than 7,000 comments on their blogs.

The latest social media updates from the fashion world:

TWITTER

Proenza Schouler released images from its spring ad campaign today on Twitter [@proenzaschouler](#), Facebook and [proenzaschouler.com](#).

BLOGS, WEB SITES, ETC.

THE FILOFAX OF THE FUTURE: Bloggers, your prayers for an organized and efficient way to keep track of your Web sites have been answered. **The Editor**, a yearly blogging and content-management planner developed exclusively for the blogger set, became available for purchase this week on founder Terra Black's Web site, [Theeditor.terrablack.com](#). Black began blogging in 2007, and after scribbling ideas, inspirations and memorable links on Post-its, she realized she needed a more efficient way to keep track of this information. "It's a full-year planner that tracks idea to published post and beyond with specially designed pages to keep bloggers," Black told

Show Ambassadors from Feb. 14 to 16. At any given time, six bloggers will be present in the lounge on rotation throughout, partaking in panels, forums, style-offs and Twitter parties. With the help of new geolocation service **Whrrl** (available for download on Androids, iPhones and BlackBerries), attendees will be able to check in to the custom WWD Magic Fashion Society, which will serve as a location check-in and portal to house all blogger photos. And **Moxsie**, another partner of the show, will host two installments of **#buyerchat**, a live Twitter series where buyers from all over the country discuss brands. Content from the event will be aggregated in real time at **WWDMAGIC.tumblr.com**.

Officially open for submissions at **Handbagdesigner101.com**, the fifth annual **Independent Handbag Designer Awards** is announcing applicants who enter their bags via Facebook, Twitter (with the hashtag **#handbagawards**) and a live ticker on its homepage. Presented by InStyle magazine and Handbag Designer 101, winners will be announced on June 15 in categories such as Best Handbag in Overall Style and Design, Best Green Handbag and InStyle Red Carpet Ready Evening Bag with prizes ranging from creating a capsule collection for Saks Fifth Avenue to a design sponsorship from Swarovski.

Lands' End launched its first iPad application.