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About 1 year ago [Jennifer Van Grove](#) 6

Chictopia Chicks Become American Apparel Models

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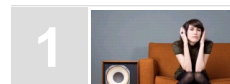
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Real people can be models too — for real. It's not just a platitude anymore. [Chictopia](#) and [America Apparel](#) have hooked up, giving real girls real model moments to pose for the über chic brand.

The social network, which lets you crowdsource for trends that fit you, has an incredibly active community of fashionistas, with a lucky few getting their big break. The [Chictopia blog post](#) highlights the site's big win.

Both companies are touting the fact that the campaign, "rebels the notion that fashion is dominated by models held to unobtainable body standards. Chictopia's tools give girls with no access to agents or expensive makeup and clothes the ability to segue into modeling for a major fashion company within just a few months. American Apparel, who is well known for refusing to use airbrushing in their advertisements, and Chictopia are showing that traditional media beauty standards are obsolete and inefficient."

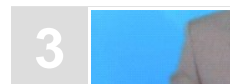
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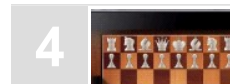
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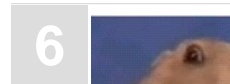
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Karla, one of the gals featured in the new American Apparel ads, is a beautiful stylist actively pursuing her passion via Chictopia and creative expression on [her own blog](#).

We're big fans of the campaign, and we hope to see more real girls like Karla use the web to realize their fashion aspirations. What do you think of the news? Are we living in times that make it feasible for men and women to get discovered and land campaigns via the Web? Let us know your thoughts in the comments.

See also: [25+ Sites For the Fashion Minded](#)

Tags: [American Apparel](#), [chictopia](#), [fashion](#), [modeling](#)

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 **may g.** 1 year ago

wow, great idea. it's really positive to see real community members being used as models. i think it shows a progressive understanding on how these social networks work by american apparel. i know they're lauded for using real people anyway, but this is somehow better.

i think it's already happened where people can fulfill their dreams online, especially in the fashion blog community. tons of these bloggers are gaining attention. it's a first to see them used as models though!

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 **James** 1 year ago

This is pretty different than those penny CPMs American Apparel got caught doing a few months ago. More companies should understand that the impact of a post like this or even some of the comments your seeing on the girl's blogposts are worth tons more than saving a couple \$\$\$ in ad costs. Advertising should have meaning or else its just annoying. Looks like these ads went as far as to add some value to people's lives. Not something you say often.

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 **Leann** 1 year ago

Once again, American Apparel kills it! Their models have always seemed to be freshly picked off the street, the photos come out looking so raw and dirty, and it just works. Tipping the hat to a fashionista blog is a smart move...I see corps looking for ever more creative ways to use social media for their own good in 09.

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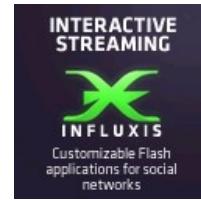
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 **Übergrößen** 1 year ago

Great post, thanks for sharing!

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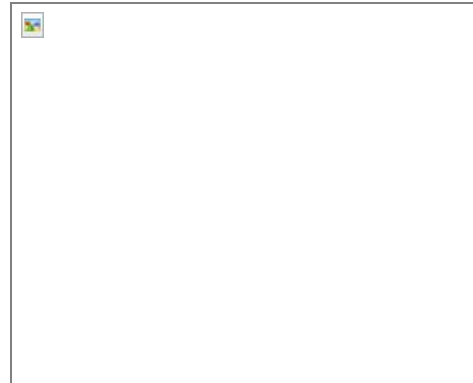
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Tabu 11 months ago

It's amazing how American Apparel has made itself completely accessible to "real people" while still maintaining the coolness factor. Other retailers have to spend millions on supermodels, make up artists and lighting. How do they do it?

Check me out:

<http://www.tabutoys.com/>

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Mike Curry 6 months ago

I think american apparel has a great selection of shirt, that you can print on. InkImprints.com has offers several custom t shirts you can design online using American Apparel.

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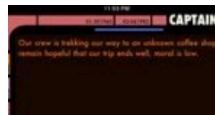
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