

STYLE GUIDE

CyanaTrendLand.com: nourishment for the savvy trend-watcher

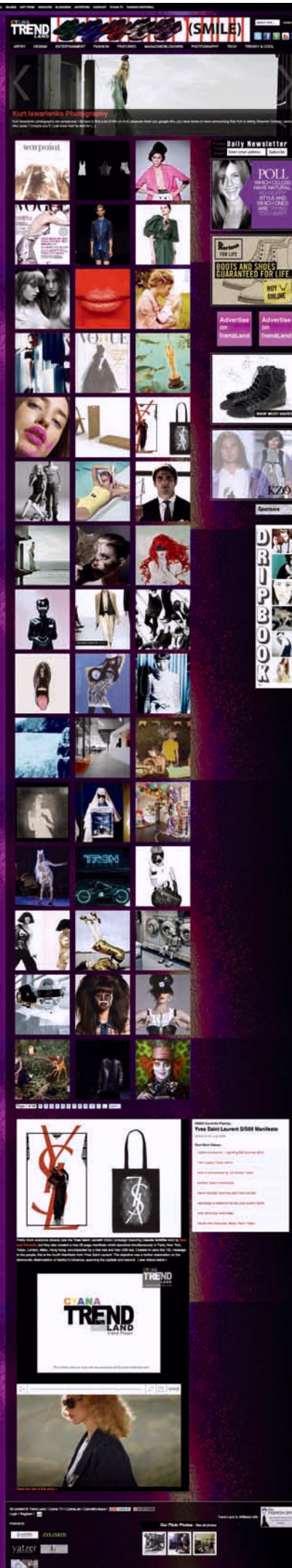
TrendLand (CyanaTrendLand.com) indulges style junkies with notes on the latest in design and cultural trends, with a heavy fashion emphasis. From designer collection profiles and runway reviews, to music, photography and gadget picks, TrendLand hits all the cultural ephemera marks in a sleekly formatted site.

Named for its creators—Cyril Foiret and Ani Tzenkova—and what they refer to as the “information wonderland” they inhabit, the site’s made great strides since its launch in 2006, now reaching 150,000-plus international viewers each month. Says Tzenkova, “Cyana is our world—it’s a hybrid of our two names and part of the CMYK [print] world. And TrendLand is what it sounds like—a world of trends.”

TrendLand has also spun into a broad digital network. Sister-sites include CyanaBoutique.com (an online fashion store), CyanaLab.com (a fashion and sales showroom), Cyana.tv (a “vlog,” aka video blog), and the new PaperMode, reviewing daring fashion editorial.

Whether it’s Alexander Wang’s e-commerce launch, a cool music video, the Beckhams’ latest Armani Underwear campaign or a behind-the-scenes look at the making of the 2010 Pirelli Calendar, TrendLand covers the trend gamut.

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