

Google-inspired fashion makes debut

6 February 2010



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An "old-fashioned magnifying glass pendant" priced at 200 dollars was for sale online at googlestore.com along with a 300-dollar knit scarf in the firm's trademark colors and "peace" T-shirts for 85 dollars each.

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The designs resulted from an annual fund-raising event by fashion magazine Vogue and the Council of Fashion Designers of America (CFDA).

"Last October, we transformed 10 of the finalists' designs into [iGoogle](#) Artists themes," Google product marketing manager Michaela Prescott said in a blog post, referring to the iGoogle personalized homepage that users can manipulate or design to their liking.

"While we loved seeing [fashion](#) meet iGoogle, we wanted to see these pieces in person -- and wear them!"

Google had its favorite designs customized for "a broader audience" and will have them available for purchase "for a limited time," according to Prescott. Proceeds will go to the Vogue/CFDA fund for nascent designers.

"Search is at the heart of everything [Google](#) does," Waris Ahulwalia said of his inspiration for the sterling silver magnifying glass pendant.

He crafted a "1" into the clasp of the pendant chain of 100 zero-shaped links to represent the "Googol" number on which the search engine's name is based.

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