

Hotversus.com Launches Fashion Magazine

hotversus

Floral Kimono vs. Copper Bandeau



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Ohio, Columbus, Apr 22, 2021 ([IssueWire.com](https://www.issuewire.com)) - [Hotversus.com](https://hotversus.com) is now officially a fashion magazine. What began as a celebrity slideshow in 2019 before the pandemic has morphed into a fashion comparison engine with motion photography. A representative for hotversus explains the evolution of the app:

“The beta test we did of the app with celebrity still photographs before the pandemic went well. We were able to attract users from all over the U.S. with minimal effort and logged over 15,000 votes. A pivot into fashion was a logical choice as few celebrities have graced the red carpet during the pandemic. We have a great summer wear lineup for 2021 as well as a nice [store](#). After a lot of research, a WooCommerce store solution allowed us the flexibility to keep our domain and integrate a store into the existing web application.”

So who won the celebrity competition from before the pandemic?

“It was Kate Upton.”

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