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Celebrity Low-Down

Coolspotters.com Gathers Factoids About The Famous

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When most people are not quite sure where to find what they're looking for, they go online and use the Google search engine. But two Connecticut men have created a website that they hope will become the new Internet destination for more specific searches.

Want to know where Orlando Bloom picks his fruit? What body wash caresses Halle Berry's skin? The answers are found on coolspotters.com, the creation of Aaron LaBerge, 35, and Eric Kirsten, 38, who both live in Burlington. They became friends when Kirsten was coaching their sons' soccer team and decided to merge their professional expertise and personal interests — Internet technology, entertainment and entrepreneurship — into one.

"I love pop culture, I love music, I love entertainment, which are reasons why it fit so well for Eric and I starting the company," LaBerge said.

The two began putting their business plan together last year and started Fanzter, a software company that centers on building consumer-focused Internet products. Coolspotters is the first product of Fanzter, which has an office in the historic Axe Factory in Collinsville. All the content on coolspotters.com, which launched May 7, is created by users who contribute photos and product information that celebrities are wearing and using.

The site has the backing of a minor celebrity, stylist du jour Rachel Zoe, who is an adviser to the company. She is quoted on the site as saying, "Coolspotters is the Google of people and products . . ."

Having Coolspotters become a destination site such was the idea behind it.

"We're going to have close to 75,000 users without any marketing," LaBerge said. "It feels pretty good. It's growing at a good pace for us."

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WHAT'S MADONNA WEARING these days? You can find out at coolspotters.com, a new website created by two Burlington men.