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## **STYLE.COM LAUNCHES CUSTOM E-COMMERCE INITIATIVE**

- Users can leverage Style.com's runway images to shop for what's in stores now -

NEW YORK, September 3, 2009 – Just in time for New York Fashion Week, Style.com today is launching SHOP THE LOOKS, a custom e-commerce initiative that taps into the audience's existing passion for the latest runway trends. Users can now shop from more than 30 trends or "looks," which have been curated in collaboration with the editors of Style.com.

SHOP THE LOOKS draws on the power and scale of the fashion shows on Style.com, 1 billion page views annually, as a purchase funnel for what's in stores now. Each runway slide will be tagged to correspond with one of the trends available in the SHOP THE LOOKS section, such as metallic, boho, or red carpet. In those sections, users can choose among dozens of currently available items that fit each trend. This represents the first time the Style.com user can use photos from the runway as inspiration for what to buy in stores now. Once in the SHOP THE LOOKS section users can also browse by seven main categories: clothing, bags, shoes, jewelry, beauty, accessories and sale.

"Style.com has always been the first stop for fashionable consumers when planning their purchases. SHOP THE LOOKS now gives them immediate shopping gratification," said Rachel Wintner, Associate Publisher, Style.com. "The editors of Style.com have vetted all looks, which provides a customized, well-edited shopping experience for the user. It also creates a unique opportunity for advertisers to reach that user."

Advertisers have the opportunity to sponsor a category, a particular look, or a section of SHOP THE LOOKS. Launch sponsors include BCBG MAXAZRIA, Martin + Osa, Neiman Marcus, Net-a-Porter, New York & Co., Nine West, Rock & Republic, and Tous.

SHOP THE LOOKS, which is powered by ShopStyle, can be accessed through any runway image on Style.com or from the Trends + Shopping section of the site: [www.style.com/shop](http://www.style.com/shop).

ShopStyle founder, Andy Moss said, "We're very excited to be working with Style.com to help their users be inspired by and shop the latest trends. By combining fashion picks from Style.com editors with the breadth of stores and brands available on ShopStyle, we're sure this partnership is going to be an enormous success."

### **About Style.com**

Style.com is the definitive fashion Web site, extending the editorial authority of Vogue to the Internet. Offering comprehensive runway coverage with more than 125,000 photos; authoritative trend reporting; the latest in social, celebrity, and fashion news; and interactive forums on every aspect of the fashion industry, Style.com provides visitors a total fashion experience.

