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STYLE.COM'S CANDY PRATTS PRICE TO RECEIVE CFDA EUGENIA SHEPPARD AWARD

March 11, 2008 -- STYLE.COM is delighted to announce that Executive Fashion Director Candy Pratts Price will be the recipient of the Council of Fashion Designers of America (CFDA)'s prestigious Eugenia Sheppard Award for excellence in journalism. She will be presented with this honor at the June 2 awards gala in New York City.

Announcing the award last night, CFDA President Diane von Furstenberg said of Pratts Price: "She's always ahead of her time. No one deserves it more."

A popular fashion analyst and trend spotter, Pratts Price has been Executive Fashion Director of Style.com, the online home of Vogue magazine, since 2001. Pratts Price's relationship with Vogue began in the late eighties, when she spent eight years there as the magazine's highly touted Fashion Director of Accessories. She served as Executive Producer in conjunction with E! Networks on a documentary about the Metropolitan Museum's Jacqueline Kennedy exhibit and was the creative director of the VH1/Vogue Fashion Awards.

She has also lent her expertise to Ralph Lauren, where she held the title of Vice President and Creative Director. In addition, she worked for three years at Harper's Bazaar as Fashion Director. Lady Beware, a film starring Diane Lane, was based on Pratts Price's early career designing award-winning store windows and displays for Bloomingdale's. Pratts Price is a graduate of FIT and has been a faculty member at the Parsons School of Design

About Style.com

Style.com is the definitive fashion Web site, extending the editorial authority of Vogue magazine to the Internet. Offering comprehensive runway coverage with more than 50,000 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.