

## STYLE.COM LAUNCHES FIRST HOLIDAY SHOP

The Online Home of *Vogue* and *W* gives you the ultimate holiday shopping experience

**NEW YORK (November 10, 2003)** – As the holidays approach, STYLE.COM - today's leading online fashion resource, gives its audience one-stop shopping. For the very first time, the site is providing visitors with the ultimate holiday gift guide – the STYLE.COM Holiday Shop. In this virtual boutique, STYLE.COM's editorial expertise translates into a seamless holiday shopping experience. In addition to satisfying the cravings of our fashion forward visitors, the Holiday Shop makes it extremely easy for men to shop for the women in their lives or for themselves.

Scan the latest looks from the Christian Dior runway and in one easy step, satisfy your Dior cravings and click over to the Dior gift selections at the Holiday Shop. Go from checking the markets online to checking out the hottest briefcases from Louis Vuitton. Make a virtual ritual of holiday shopping and check off everyone on your gift list by logging on to STYLE.COM's Holiday Shop featuring the best picks from the following coveted brands:

- Christian Dior: Raja richness, sassy sparkle, and French chic make Christian Dior's dazzling accessories the perfect ornaments for the fashion forward.
- Chanel: Score a high five with a gift of scent. Try one of each and live la vie en rose.
- Charriol: Classically elegant, these glittery gems make for a heart-warming gift.
- Assouline: If the people in your life are addicted to indulging in high culture and couture, schedule them for a holiday filled with exquisite books.
- Louis Vuitton: Gifts for him and her that exude sophistication with subtlety. Think of it as an investment guaranteed to yield much joy.
- Kodak: Push all the right buttons for the holidays with this high-tech toy that is sure to bring out the kid artist in anyone.
- Vera Wang: For the savvy and sophisticated, soothing scents, snuggly cashmere, and "stiletto" flutes from Vera Wang to toast the New Year.
- Versace: A gift from Versace is an invitation to la dolce vita – pillows, watches, and more declare it's time to party.
- Penhaligon's: Indulge yourself or pamper your friend properly, with one these presents with pedigree.
- Vivre: These gifts are perfect for the young – and young at heart.
- DKNY: Sleek and sporty, DKNY's separates go with you from shopping to socializing.
- Bond No. 9: Scents and the city? That's right. Capture some Manhattan magic from these new fragrances – eau de Noho, Park Avenue and the like – from Bond no. 9.