

Style.com Introduces Style Revival, an Online Consignment Auction for Designer Fashions

NEW YORK (November 14, 2000) -- STYLE.com, home of Vogue.com and Wmagazine.com and the online address for fashion enthusiasts, today announces the debut of Style Revival, an online auction for previously owned designer clothing and accessories. Shoppers can browse the latest Style Revival fashions on the "Shop" channel of STYLE.com.

Style Revival features designs from the fashion world's most exclusive labels -- all in excellent condition and no more than two years old. In some cases, exceptions will be made for select, vintage items that have strong timeless appeal.

Style Revival captures the flavor and experience of a high-end consignment boutique on the Internet. From the elegant evening gown to the funky leather jacket, Style Revival inspires sellers and shoppers to create a fun, engaging forum for the exchange of designer fashions from yesteryear. Style Revival breathes new life into previously owned designer fashions and guarantees the longevity of classic shoes, coats, dresses, accessories and more.

DoubleTake Consignment Boutique, widely recognized as one of the country's finest consignment boutiques, will carefully appraise all items submitted to Style Revival, set opening prices and handle fulfillment of goods. Items will be auctioned on Style Revival and sellers will receive 50% of the sale price.

"Style Revival is an excellent way for consumers to add new depth to their fashion collection, whether they are making room for the latest trends or looking for the classic piece that is always in style," says Goli Sheikholeslami, senior vice president and managing director of STYLE.com.

About STYLE.com

Harnessing the expertise, authority and commitment to style of Vogue and W magazines, STYLE.com is the online address for fashion enthusiasts. STYLE.com offers consumers a new and complete fashion experience with comprehensive fashion-show coverage including up-to-the-minute runway and party photos, the latest fashion news, authoritative trend reports, celebrity style and a soon-to-be-launched online store featuring the best selection of must-have fashions. Based in New York, STYLE.com was launched in September 2000 and is a property of CondéNet, the leading creator and developer of upscale lifestyle brands online.

About DoubleTake

Dedicated to offering a unique upscale consignment experience, the first DoubleTake Consignment Boutique opened in Short Hills, N.J., in May 1992. In the past few years, DoubleTake has been featured on CNN and Fox's Good Day New York, and has been highlighted in The New York Times and Women's Wear Daily. DoubleTake boutiques are located at 774 Morris Turnpike in Short Hills, N.J. (973) 564-6464, and 555 Passaic Avenue in West Caldwell, N.J. (201) 808-6666.