

From The Fashion Runways Directly To Style.Com's Store

An Exclusive Assortment of Spring Looks from 24 Designers

NEW YORK (January 29, 2001) -- STYLE.com, the resource for fashion content and commerce online, today announces that 24 designers will be represented in the StyleStore, launching this spring. STYLE.com's exclusive partnership with Neiman Marcus, announced in September 2000, allows it to comb the runways of the world for the best looks and make them available for purchase with the touch of a button. At launch, the StyleStore will feature designs from Oscar de la Renta, Tuleh, Chloe and Marc Jacobs, plus accessories and shoes from Manolo Blahnik and Anya Hindmarch among others.

"At STYLE.com, women can pull together a complete look for each season," said Mark Ganem, editor-in-chief of STYLE.com. "By combining top fashion trend reporting with the ability to purchase today's most coveted looks, STYLE.com will become a daily stop for consumers and the fashion community."

The StyleStore will be unlike anything seen on the Web today. Everything from the photography and styling to the layout of the pages will reflect STYLE.com's creative connection with Vogue and W magazines. The store will display each item in a way that draws from the mood of a designer's collection creating a seamless transition from the runway to a STYLE.com and NeimanMarcus.com co-branded shopping environment. StyleStore will also feature the legendary customer service of Neiman Marcus and allow consumers to shop with complete confidence.

"At STYLE.com, we believe that the Web is an ideal way to offer the best in fashion to style conscious shoppers across the country, said Goli Sheikholeslami, managing director, STYLE.com. "As STYLE.com grows, so will the assortment of products we offer, so that users can immerse themselves in fashion with the confidence that can only be delivered by STYLE.com's editorial authority and best-of-breed partners."

About STYLE.com

STYLE.com is the online address for high-end apparel and accessories shopping and trend reporting. Harnessing the expertise, authority and commitment to style of Vogue and W magazines, STYLE.com offers consumers a total fashion experience that brings together fashion-show coverage including up-to-the-minute runway and party photos, the latest fashion news, authoritative trend reports and celebrity style. StyleStore, in partnership with NeimanMarcus.com, offers for sale an edited selection of must-have merchandise for each season. Based in New York, STYLE.com launched in September 2000 and is a property of CondéNet, the leading creator and developer of upscale lifestyle brands online.

Following are the 24 designers who will be featured in the StyleStore:

Ready to Wear

Calvin Klein
Chloe
Jean Paul Gaultier
Marc Jacobs
Miguel Adrover
Narciso Rodriguez
Oscar de la Renta
Roberto Cavalli
Tuleh

Handbags

Anya Hindmarch
Jamin Puech
Jerome Gruet
Lambertson Truex
Megan Park
Marc Jacobs Handbags
Rafe
Shoes
Christian Louboutin
Manolo Blahnik
Sigerson Morrison

Jewelry

Lee Angel
M & J Savitt
Me & Ro

Sunglasses

Oliver Peoples
Selima