

STYLE.COM AND ARMANI GROUP CONTINUE ONLINE INITIATIVE OFFERING KEY EMPORIO ARMANI LOOKS FOR SPRING

NEW YORK (February 11, 2002) - STYLE.com, the online home of Vogue and W, today announces the continuation of their online alliance with the Armani Group, one of the world's leaders in luxury fashions. The Armani Group will offer exclusive access to signature items from the spring 2002 Emporio Armani collection in an advertising program on STYLE.com. The program launches on February 11, 2002 to coincide with New York fashion week, and will continue through late March.

Visitors to STYLE.com will again be directed to a custom-built Emporio Armani mini-site presenting six complete runway looks from the spring 2002 season. A page dedicated to each runway look will display the 4-6 items needed to achieve that look, including apparel and accessories. This approach leverages STYLE.com's editorial authority and extensive runway coverage. Presenting complete looks and providing the means to purchase them directly on the mini-site enables the fashion consumer to discover and purchase the definitive looks for the season with only a few clicks of her mouse.

To date, Emporio Armani has been sold online exclusively on STYLE.com.

The six looks that are being offered are composed of 24 different items, including apparel, bags, shoes and a hat. The looks selected from the nautically-themed Emporio Armani spring 2002 collection are easy to wear and play off contrasts - black against white, snappy sailor jackets and pants enhanced with ruffles or fringe for a feminine twist.

Robert Triefus, corporate vice president of worldwide communications for the Armani Group, said, "Once again, through this collaboration, we are offering signature looks from the Emporio Armani spring 2002 collection to an online audience, thereby allowing people who do not have easy access to one of our stores the chance to purchase. We are pleased to be able to expand upon the success of the previous program with STYLE.com and their fashion-focused audience." Triefus continued, "The Internet is continuing to play an increasingly important role in our communications mix. Visitors to emporioarmani.com will also be linked to the STYLE.com Website."

"We understand the unique online needs of today's luxury fashion designers," said Goli Sheikholeslami, managing director of STYLE.com. "We have applied our knowledge of fashion merchandising on the Internet to develop an effective program for Emporio Armani. The credibility and authority that we command as the online home of Vogue and W makes STYLE.com an ideal destination for Emporio Armani. It reinforces the sophistication inherent to their brand."

In order to leverage STYLE.com's peak traffic time, the program is being launched during the fall 2002 fashion shows. Integrated ad units positioned in high-traffic areas throughout the site will feature images from the current Emporio Armani advertising campaign. These advertising units link the user to the Emporio Armani mini-site.

"The Emporio Armani program is an excellent example of how we can work with our partners," said Susan Cappa, publisher of STYLE.com. "We developed a customized program that supports the company's brand initiatives and allows them to execute and test e-commerce on STYLE.com."

The mini-site is being strongly supported with focused promotional efforts online and off, including store windows and in-store displays at selected Emporio Armani locations, and targeted e-mails to STYLE.com shoppers throughout the U.S. Users can visit the mini-site at www.style.com/promo/emporio or by simply logging on to www.style.com.

About the Armani Group

The Armani Group is one of the world's leading luxury fashion groups. It designs, manufactures, distributes and retails fashion and lifestyle products, including apparel, accessories, eyewear, watches, home interior products, and fragrances and cosmetics, under a range of brand names: Giorgio Armani, Armani Collezioni, Mani, Emporio Armani, Armani Jeans, Armani Junior, A/X Armani Exchange and Armani Casa. The Group's exclusive retail network currently comprises 49 Giorgio Armani boutiques, one Giorgio Armani accessories store, eight Armani Collezioni stores, 122 Emporio Armani stores, 63 A/X Armani Exchange stores, eight Armani Jeans stores, three Armani Junior stores and six Armani Casa stores in 34 countries.

About STYLE.com

STYLE.com is the definitive fashion website, extending the editorial authority of Vogue and W magazines to the Internet. Offering comprehensive runway coverage with over 50,000 photos, authoritative trend reporting, the latest social, celebrity and fashion news and interactive forums on every aspect of the fashion industry, STYLE.com offers visitors a total fashion experience. As well as capturing the action on the catwalk and social scene, STYLE.com is now out and about in all the top stores: In our new feature, "The Shopper," executive fashion director Candy Pratts Price zeroes in on the best things to buy right now, from totes to sneakers and back again. 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.