

## **STYLE.COM COLLABORATES WITH CHANEL TO OFFER CHIC TRAVEL ITEMS IN EXCLUSIVE ONLINE PROGRAM**

CONSUMERS PLACE ORDER RESERVATIONS ONLINE

NEW YORK (May 13, 2002) - STYLE.com, the online home of Vogue and W, announces the launch of Travel Chic Shopping Guide, an exclusive advertising program with CHANEL. The Guide features select items from CHANEL, online only on STYLE.com. The items are presented thematically within four travel destinations, favorites of Coco Chanel and designer Karl Lagerfeld: Biarritz, Deauville, Gstaad and Paris. The Travel Chic Shopping Guide will be available online exclusively on STYLE.com through June 3rd.

STYLE.com editors worked with CHANEL to select 39 pieces especially suited for summer travel, including a red patent tennis bag, sunglasses, beach shoes, carryalls, the classic CHANEL No. 5 fragrance, self-tanner, and other apparel and travel accessories.

The STYLE.com visitor can shop the Guide, which includes prices, style number, colors, and item description, create her own personal shopping list and email her selections directly to a CHANEL personal shopper. CHANEL personal shoppers are on call Monday through Friday 9am to 5pm (EST). A personal shopper will call the customer to review and direct the order to a boutique. The shopper can also print her list and bring it to a CHANEL store, or call a toll-free number to place an order.

"Our collaboration with Style.com makes great sense for a variety of reasons," said Barbara Cirkva, Executive Vice President, Fashion for CHANEL, Inc. "Their editorial team understands the luxury shopping experience and how to convey it in a chic, savvy message. Consumers today want to browse online before committing to the purchase. This project gives us the best of both worlds -- strong content online followed by personalized service in the Boutique"

"The STYLE.com user is a fashion shopper who wants to be first. She expects to find our edited selections of what to purchase each season," said Susan Cappa, Publisher of STYLE.com. "We worked with CHANEL to create a context for their program that reinforces the brand image, offers a new way to access potential customers and

### **About CHANEL**

CHANEL, the international luxury goods company, is one of the world's preeminent fashion, fragrance and beauté houses today. The company, which is privately owned, strictly controls all design, manufacturing, distribution and advertising to ensure the highest level of quality. CHANEL offers a broad range of luxury products including fragrance, makeup, skin care, Ready-to-Wear, leather goods, fine jewelry, and accessories through a current U.S. network of 18 Boutiques as well as select department and specialty stores nationwide. Under the current guidance of designer Karl Lagerfeld, the House of CHANEL has remained dedicated to luxury, fashion, style and image.

### **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.