

## **STYLE.com Breaks First National Advertising Campaign**

New York (August 13, 2001) -- STYLE.com, the online home of Vogue and W, today unveils its first-ever national advertising campaign, which will serve as the centerpiece of the Website's marketing efforts for the upcoming fall and holiday seasons. The ads will appear in major national publications such as Vogue, W, Vanity Fair, Glamour and Allure, and regional publications such as Time Out New York, Hamptons Magazine, Chicago Social and Ocean Drive.

After doubling its fashion-hungry audience in less than a year with a well-balanced mix of editorial and e-commerce, STYLE.com will launch the brand to an even broader consumer audience this month with an integrated marketing campaign that includes print, outdoor, direct mail and online vehicles. An aggressive e-mail campaign will also incorporate aspects of the advertising to round out an integrated marketing strategy.

The aspirational campaign, titled "Runways Are Everywhere," acknowledges that fashion is a fundamental part of every woman's life and that women find "fashion" runways in everyday situations -- walking to work, doing the laundry, getting a bite to eat. The campaign positions STYLE.com, with its timely runway coverage, original fashion editorial and online store, as the vital and immediate link that both inspires and fulfills a woman's daily fashion needs. Executed by Badger Kry, the campaign relies on a series of images starring model of the moment Caroline Ribeiro.

"The campaign's objective is to introduce the brand to consumers nationwide and communicate our dedication to providing users with a comprehensive fashion experience," said Goli Sheikholeslami, managing director of STYLE.com. "STYLE.com is the only full-service online destination that combines up-to-the-minute fashion reporting with the ability to purchase the season's best looks at the click of a button."

Despite only small-scale marketing efforts to date, STYLE.com is widely recognized by the industry as today's leading online fashion resource and is quickly gaining momentum as a distinctive shopping destination. "Our national advertising campaign will further our leadership position as today's foremost fashion resource and online shopping destination, while expanding our reach to an even broader audience of fashion-forward, affluent women," said Sheikholeslami.

### **About STYLE.com**

Harnessing the expertise and authority of Vogue and W, STYLE.com is the leading online fashion resource. Offering consumers a total fashion experience, STYLE.com features an online store with must-have fashions from the world's top designers, comprehensive and up-to-the-minute fashion show coverage, authoritative trend reports, the latest fashion and Society news and celebrity photos. 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.