

## **STYLE.COM CHOOSES 154 FASHION FORWARD LOOKS FOR FALL**

The Online Home of Vogue and W distills your shopping by category

NEW YORK (August 13 2002) - STYLE.com, today's leading online fashion resource, provides a comprehensive resource for fall shopping with editorial features that focus on the fall trends, top designers and essential pieces. For the *Fall Shopping Guide*, the STYLE.com editorial team has combed through the fall designer collections and selected the must-have pieces in the following key categories: bags, boots, coats, denim, evening, knits and jackets.

The overall message is that this is not a season for the faint of heart. These essential pieces project romance, drama and sex appeal with shapes that are strong or sleek, combined with luxurious, glamorous fabrics. The most cutting-edge designers are well represented here, including Marc Jacobs, Donna Karan, Louis Vuitton, Balenciaga, Valentino, Prada, Calvin Klein, Chanel, John Galliano, Missoni, Ralph Lauren, Stella McCartney, Narciso Rodriguez, Yves St. Laurent, Chanel and Oscar de la Renta.

Log on to STYLE.com to view all 154 items that capture the essence of the fall fashions with a selection of statement pieces to add to a woman's wardrobe.

**BAGS:** The bold the buttery, the beautiful; these 11 sumptuous satchels really stash in style.

**BOOTS:** 13 styles from witty to wicked; boots are far and away fall's primary footwear.

**COATS:** Take it to the streets with one of these 27 dramatic toppers.

**DENIM:** 23 pieces -- America's everyday favorite has acquired a serious new attitude.

**EVENING:** Elegant and body-skimming, these 26 shapes blend old-school glamour and up-to-the-minute sex appeal.

**KNITS:** 30 fanciful, luxurious sweaters that cozy up to every situation.

**JACKETS:** 24 jackets with a strong shoulder, a snug waist: the power jacket is back, and better than ever.