

## **STYLE.com Offers Fashions From Over 40 Designers For Fall**

New York (August 21, 2001) -- STYLE.com, today's leading online fashion resource, is selling a broader selection of head-to-toe looks from the season's hottest designers for fall. A testament to its ongoing success, the site has retained its original 22 designers and added 20 prestigious new names to the fall lineup including Donna Karan and Michael Kors.

Edited from the perspective of the editors at Vogue and W, STYLE.com's clothing assortment reflects a strong creative connection to the magazines. Many items sold on the site have recently been featured on the pages of both publications including fashions from Marc Jacobs, Calvin Klein, Oscar de la Renta, Miguel Adrover, Narciso Rodriguez, Tuleh, Jean Paul Gaultier and Roberto Cavalli.

"Women shop STYLE.com because our merchandise selection is consistent with Vogue and W's overall fashion vision," said Goli Sheikholeslami, managing director of STYLE.com. "Combined with the legendary customer service of Neiman Marcus, our exclusive e-commerce partner, STYLE.com has quickly become a popular destination for today's most sought-after runway looks."

In addition to increasing its overall selection, STYLE.com has introduced a new contemporary category that will offer a wide variety of styles for its customers' diverse lifestyles, with looks from D&G Dolce & Gabbana, Diane Von Furstenberg, Kors by Michael Kors, Marc by Marc Jacobs and tseSAY. Other new designers include Judith Leiber, Kate Spade and Wendy Brigode - who have been added to the accessories category, which features fall's finest handbags, belts, shoes, jewelry, hats and boots.

"We reviewed the trends and handpicked an exclusive selection of the season's defining looks to provide our customers with the best that fall shopping has to offer," said Christy Brechner, merchandising director of STYLE.com. "After identifying the most important styles from the fall runways, we merchandised our store by designer, trend and category so our customer can quickly find what she wants."

Carrying a runway-driven selection, STYLE.com features fall's signature trends. Gypsy-inspired dresses and equestrian-style riding pants are offered, as well as prairie skirts, hobo bags and the season's best blouses. From knits and denim to fur hats and vests, it's the only store a fashion-savvy shopper needs to visit this fall.

### **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.