

STYLE.COM ANNOUNCES RECORD-BREAKING USAGE DURING NEW YORK FASHION WEEK

NEW YORK (September 2002) - Style.com, the online home of Vogue and W, announced today that it had experienced record-breaking usage levels during New York Fashion Week (9/18 through 9/24). Style recorded over 11 million page views for the week, more than 35% higher than any previous week in the site's history. New records set included the first weekday with two million-plus pages viewed, and the first weekend day with one million-plus page views. The number of visitors to the site averaged 50,000 per day.

“We’re thrilled with these numbers, which can be attributed to a combination of factors,” said Editor in Chief Jamie Pallot. “We’ve just completed a major redesign, which makes the site much easier to use, as well as more attractive. And the timeliness and quality of our coverage is better than ever, with expert reviews and high-quality pictures from all the major shows up within a matter of hours.” Pallot added: “We’re also just doing more: more close-up, celebrity and backstage shots, and more non-fashion show content, like our fall shopping guide. People come to look at the shows, but they stick around to look at other material, too. It’s definitely become a cool place to hang out online.”

Spring 2003 runway coverage resumes this Saturday the 28th with Fendi, Prada and other shows from Milan, and continues daily through the Paris collections ending mid-October. Style.com will cover over 110 designer collections this season -- including expert reviews, photos of every look, detail shots, front row, back stage and videos. And after all the spring 2003 runways are walked, Style.com continues its commentary with Vogue and W editors' selections for best designer collections, and best accessories, trends, top looks and top models. Don't miss any of the great fashion coverage -- find all the action at Style.com/fashionshows.

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, providing shopping features that include the must-have items of the season. 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.