

STYLE.com And Armani Group Announces Online Initiative To Offer Key Emporio Armani Fall/Winter 2001 Looks Online

NEW YORK (September 19, 2001) -- STYLE.com, the online home of Vogue and W, today announced an online alliance with the Armani Group, one of the world's leaders in luxury fashions, to offer exclusive access to signature items from the fall/winter 2001 Emporio Armani collection. The Armani Group is advertising merchandise on STYLE.com during a six-week program that begins today.

Visitors to STYLE.com will be directed to a custom-built Emporio Armani mini-site, which showcases an edited selection of the top 20 Emporio Armani apparel and accessory looks for the fall season. These designs are available for purchase directly on the mini-site; it is the first time that items from Emporio Armani's ready-to-wear line are being sold online. To create an interactive and visually appealing presence for Emporio Armani, STYLE.com used the same successful formula that has made it today's leading online fashion resource.

Robert Triefus, corporate vice president of worldwide communications for the Armani Group, said, "For the first time ever, through this collaboration, we are offering signature looks from the Emporio Armani fall 2001 collection to an online audience, thereby allowing people who do not have easy access to one of our stores the chance to purchase. We chose STYLE.com for this initiative because of the fashion-focused users that are attracted to the site." Triefus continued, "The Internet is continuing to play an increasingly important role in our communications mix. Visitors to emporioarmani.com will also be linked to the STYLE.com Website."

"We understand the unique online needs of today's luxury fashion designers," said Goli Sheikholeslami, managing director of STYLE.com. We applied our experience with them to develop an effective Internet program for Emporio Armani. The credibility and authority that we command as the online home of Vogue and W makes STYLE.com an ideal destination for Emporio Armani. It reinforces the sophistication inherent to their brand."

In order to leverage STYLE.com's peak traffic time, the program is being launched during the spring fashion shows. Users will gain entry to the mini-site through customized ad units that are positioned in high-traffic areas throughout the site. The sidebar units will roll out images of Emporio Armani products when a cursor is rolled over the unit, making advertising an integral part of the overall user experience.