

STYLE.com Names Candy Pratts Price Executive Fashion Director

New York (September 5, 2001) -- STYLE.com, the online home of Vogue and W, announced today the appointment of fashion-industry leader Candy Pratts Price as executive fashion director. Pratts Price brings over two decades of experience to the position from her renowned tenure in the fashion world.

Pratts Price will oversee the site's fashion content and assume the role of fashion spokesperson for STYLE.com, strengthening the site's relationships with major designers and other key figures in the fashion industry.

"Candy is an exciting addition to the STYLE.com team because of the groundbreaking work she has contributed to the world's fashion powerhouses during her career," said Goli Sheikholeslami, managing director of STYLE.com. "We are confident that her creative vision will reinforce STYLE.com's success as today's leading online fashion destination."

Pratts Price continues to consult for Vogue magazine to develop the magazine's broadcast initiatives and fashion direction. She served as executive producer in conjunction with E! Networks on a documentary about the Metropolitan Museum's Jacqueline Kennedy exhibit and is currently in her third year as creative director of the VH1/Vogue Fashion Awards. Her relationship with Vogue began in the late '80s' when she spent eight years there as the magazine's highly touted fashion director of accessories.

Pratts Price has also lent her expertise to Ralph Lauren, where she held the title of vice president and creative director. In addition, she worked for three years at Harper's Bazaar as fashion director. A movie starring Diane Lane, titled Lady Beware, was based on Pratts Price's early career designing award-winning store windows and displays for Bloomingdale's.

A popular fashion analyst and trend spotter, Pratts Price has appeared on television shows including Good Morning America, Today and Fashion Television among others. The subject of many feature articles in publications such as WWD, New York Magazine, Time, The Wall Street Journal and The New York Times, she is also the recipient of many awards for her work in the visual design field.

Pratts Price is a graduate of FIT and has been a faculty member at the Parsons School of Design.

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.