

STYLE.com Offers Front-Row Seat To Fashion Shows

New York (September 6, 2001) -- STYLE.com, the online home of Vogue and W, will provide extensive international coverage of the spring 2002 fashion shows for the third year in a row. The leading online fashion resource will chronicle all the major catwalks in New York, London, Milan and Paris with timely reports that will be available just hours after each show takes place.

STYLE.com's comprehensive coverage includes expert runway reviews that analyze the strength of the collection and communicate the designer's inspiration behind the fashions. The reviews are accompanied by slideshows of every style that is sent down the runway. For many shows, detail shots will offer close-up views of accessories and unique clothing elements.

"Historically, fashion shows have been highly exclusive events," said Jamie Pallot, editor in chief of STYLE.com, "but we give everyone a front-row seat. We also make sense of it for all those who aren't industry insiders, by explaining the key runway trends as they emerge. And then we close the loop by selling those same looks directly on our site when they come to market."

In addition to viewing complete collections from all the major designers, users can keep track of the active social scene at the shows on STYLE.com. Coverage includes photos of socialites and celebrities in the audience, as well as exclusive behind-the-scenes images of models getting primed to walk the runway.

At the end of the shows, editors from STYLE.com, Vogue and W recap what happened on the runway by compiling top 10 lists in several key categories including accessories, beauty and overall fashion looks. Wrap-up coverage also includes image slideshows that identify and illustrate the key trends of the season.

The STYLE.com merchandising team will decide which looks to sell on the site based on the editorial analysis of the shows. In the spring, the site will offer the season's hottest fashions and accessories, making STYLE.com a one-stop fashion destination.

STYLE.com's continuous coverage of the shows will start September 10th and run through the end of the Paris shows.

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.