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STYLE.COM UNVEILS TOOL TO ALLOW PERSONAL LOOKBOOKS TO BE VIEWED PUBLICLY

Editors, Celebrities Share their Lookbooks with the Public

New York City, February 20, 2007— Can't make it to Milan or Paris for the Fall 2007 ready to wear shows? Thanks to STYLE.COM's Lookbooks, you can feel like you're there. Visitors to the site can save, organize, and make notes on their favorite runway and fashion looks just like a front row editor – and, best of all, they can now share them with the rest of the STYLE.COM community.

Just in time for this season's fashion shows, STYLE.COM's latest enhancement to its popular Lookbook tool allows users to publish their personal Lookbooks and make them available for public viewing. During just the Couture, New York and London fashion week shows, over 530,000 images were added to Lookbooks. A total of 76,000 public and private Lookbooks have been made to date. Visitors can browse Lookbooks by topic, event, author and more, and can even vote on favorites.

"We've been thrilled by the response," said Dirk Standen, Editor in Chief of STYLE.COM. "Our users are finding these fantastic images from all over the site and putting them together in new, inspiring ways, whether they're paying homage to their favorite icons or spotting the latest trends. It's a real community of fashion fans, and we're planning on rolling out enhancements to the Lookbooks all year long."

For Fashion Week, notable models, editors, designers and more joined in and made their Lookbooks public. Executive Fashion Director Candy Pratts Price and other STYLE.COM editors created Lookbooks giving their picks and must-haves

straight from the runway. Models Coco Rocha, Flavia de Olivera and Rachel Alexander created Lookbooks from the recent couture shows and chose their favorite outfits, suggesting how they'd wear them in real life. And three of New York's best dressed, Helen Schifter, Tiffany Dubin, and Lauren DuPont, highlighted the key looks that they'll be adding to their wardrobes for spring and fall.

STYLE.COM offers the most comprehensive coverage of the fashion shows available. In addition to daily reviews and photos from the runway shows, the site features the latest front row news, picture-packed party reports, exciting behind-the-scenes videos with designers, street style photo essays from The Sartorialist, and more.

About STYLE.COM

STYLE.COM, a CondéNet publication, 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. Based in New York, STYLE.COM launched in September 2000.