

# STYLE.COM

## Style.com to Launch "CandyCast," Animated Fashion Feature

New York City, July 26, 2007 – Style.com today debuts CandyCast, the debut episode in a new monthly feature in which Candy Pratts Price, the site's Executive Fashion Director, takes viewers on a highly personal tour of the fashion world and contemporary pop culture. The twist? Price appears here in animated form. By fusing Price's unique voice with the latest in avatar technology, Style.com continues to expand the way viewers can interact with and access style information on the Internet.

"This is a great example of what Style.com does well: combining a fashion sensibility with current technology to produce a fun, informative online experience," notes Editor-in-Chief Dirk Standen. "There is something irresistible about seeing a virtual character infused with all of Candy's passion, insight, and humor."

The team at Style.com worked with technology partner Oddcast to adapt existing avatar functionality to create a fully customized experience. The CandyCast animation features a full range of choreographed movements and facial gestures, given voice by Candy Pratts Price. To further customize the animation, Price approached Bruno Frisoni, Creative Director of Roger Vivier, whose illustrations she has long admired. Frisoni volunteered to create the look of the animation. Frisoni says, "Candy was one of the first people to see my first shoe collection; since then, she has become a very good friend and fan. She is a very great support, and I love her energy and style. It was a great honor to draw Candy, and I said yes immediately without thinking for a second."

Guess? has signed on as the debut episode's sole advertising partner. It is the first time that the company has positioned itself online in a major campaign.

### **About STYLE.COM**

Launched in September 2000, Style.com has become the definitive online fashion destination. Combining gorgeous design with world-class editorial, the site offers comprehensive runway coverage of all the major fashion shows; lavish and authoritative reports on seasonal trends; the latest social, celebrity, and fashion news; beautifully packaged shopping guides; and lively, informed takes on the intersection between fashion and pop culture.