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ShopStyle™ Launches New Social Shopping Site Devoted to the Home
New Website ShopStyle Living Offers a Superior Shopping Experience and a Community for Home Decorating and Interior Design Enthusiasts

SAN FRANCISCO – March 10, 2008 – One year after revolutionizing the way women shop for clothes, ShopStyle, a Sugar Inc. company, today announced the launch of [ShopStyle Living](#), the first social shopping site devoted to home decorating. ShopStyle Living allows consumers to cross-shop thousands of furniture and home furnishing brands to build rooms and share décor ideas with family and friends.

“ShopStyle Living is the online equivalent of browsing the aisles of the world’s most fabulous home furnishing store,” said Andy Moss, Founder and General Manager of ShopStyle. “With a simple search, home decorating enthusiasts will have the opportunity to find items from all their favorite furniture and home design stores and discover new brands they may not know - all in one place.”

Building on the success of ShopStyle within the fashion world, ShopStyle Living offers consumers access to hundreds of thousands of the best home and interior design furniture and home décor items. The site launches with national chains like Crate & Barrel and Pottery Barn, major department stores, from Neiman Marcus to Macy’s and leading design studios, including Design Within Reach and Room and Board. New stores and brands are slated to join the list every week.

Consumers can shop ShopStyle Living by brand, store, sale item and price quickly and easily. Results are vividly displayed as large, horizontally-scrolling photos and include rollover information on size, materials, color availability and more. Given the massive selection of known brand names, the effect is more like browsing a home decorating magazine or shopping the most fashionable stores than squinting at the thumbnail results most Internet searches yield.

ShopStyle Living makes it easy for home decorating enthusiasts to get great value by shopping all the sales at once across their favorite stores. They can set price alerts and have ShopStyle Living send an email when their favorite items go on sale. ShopStyle Living’s “Deal” section brings together all the current deals, promotion codes and free shipping offers in one place.

When shopping for the home, people can now leverage ShopStyle Living’s pioneering community driven merchandising features, combining design trends, social media and commerce, and giving members the tools to interpret the current styles and fashions so they can create, share and shop a personalized Stylebook™.

“Stylebooks have been one of our most popular features at ShopStyle and we are excited to extend it to our home decorating fans,” said Moss. “I look forward to seeing members assume the role of home magazine editors or interior designers, assembling personal Stylebooks of their favorite looks for a room, occasion, or trend that they can share with their friends and/or shop from directly.”

The blogging community can also take advantage of Stylebooks, through a Stylebook “blog it” feature that allows bloggers to draw from ShopStyle Living’s thousands of furniture and home decorating brands to create customized looks they can upload to their own blog and share with their readers with a click of a button. In addition to helping bloggers drive traffic to their own sites, this community driven merchandising feature benefits the entire ShopStyle Living community because they can draw on the collective wisdom of bloggers, much as they do a home design magazine, to create and shop their own looks.

About ShopStyle

ShopStyle™ (www.ShopStyle.com) is a social shopping site that brings together the most fashionable stores and the best brands so that consumers can cross-shop hundreds of thousands of apparel, home decorating, and kids items – all in one place. The ShopStyle community pages combine fashion and design trends, social media and commerce, providing the tools to interpret the latest styles so people can easily create, share and shop a personalized Stylebook™. ShopStyle is part of Sugar Inc (www.SugarInc.com) publisher of the hugely popular www.PopSugar.com, www.FabSugar.com and 13 other leading lifestyle and entertainment blogs.

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