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## **Oscar Night Stylebook Available Now on ShopStyle.com**

*Fashion Search Website Enables Users to Recreate Sizzling Styles from the Red Carpet*

**LOS ALTOS, Calif. – February 26, 2007** – Roll out the red carpet: ShopStyle.com today unveiled its Oscar Night® Stylebook, outfit ideas inspired by Academy Awards® style. From dresses to shoes to jewelry, the Oscar Night Stylebook spotlights “hot picks” from the red carpet and gives fashion lovers ideas for recreating celebrity glamour. Items included are from 38-and-counting fashion retailers ranging from Nordstrom to Bluefly to Yoox to Intermix to J. Crew. The first and only search engine devoted to fashion, ShopStyle.com allows consumers to shop fashion, build outfits and looks and share ideas with friends and family.

“Imitation is the sincerest form of flattery and ShopStyle’s Oscar Stylebook allows the average consumer to flatter the heck out of A-list celebs,” said Kevin Sanders, ShopStyle.com Celebrity Stylist. “At the Oscars celebrities don dresses and jewelry that often cost more than a small country; ShopStyle helps everyday shoppers find looks for their own ‘red carpet’ from all over the web. It’s a fashion shoppers’ best friend and first stop on the Internet.”

One simple search on ShopStyle.com yields the designers and brands the fashion-forward consumer is hungry for, with clothes, shoes, jewelry and accessories from hundreds of trusted online retailers. Shopping fashion on ShopStyle is simple:

1. Enter the item in question, like “Badgley Mischka dress” or “gold shoes”
2. Browse through results and hover over favorites for size and color information, without having to leave the site
3. Add favorites to My Stylebook, group into outfits to see what items look like together, and share with family and friends for style opinions
4. Click through to buy

“Shopstyle is the only fashion search site that not only compiles items from all the fashionable online retailers, but also lets you see what those items look like as part of an outfit,” said Andy Moss, ShopStyle.com CEO. “Fashion is about more than one item: the whole look is what counts. ShopStyle gives consumers the whole picture before buying.”



By creating a Stylebook, ShopStyle users can save any combination of items from their searches and organize them into outfits, ensembles or collections. These looks remain in the user's Stylebook until deleted, and like any other item may be purchased by simply clicking through to the retailer.

Beyond the Oscar Night Stylebook, ShopStyle features the following Stylebook categories to help shoppers find new looks:

- Body Type Stylebooks: Outfit inspirations by body shape
- Celebrity Stylebooks: Everyday A-list looks with style recommendations for every price point
- Featured Stylists: Ideas from Danica Lo, fashion writer and author of the book "How Not to Look Fat," and Kevin Sanders, celebrity stylist who has worked with names like Jamie Foxx for his 2005 Oscar-winning look
- Cool Looks: Site users' own creations rival the heavy hitters and feature looks for any occasion whether it's a night on the town, Sunday brunch or casual Friday at the office

### **About ShopStyle**

ShopStyle is a search engine and social network that is 100% focused on shopping for fashion. ShopStyle.com aggregates items from the online racks of legendary fashion retailers and trend-setting virtual boutiques. Its breakthrough web 2.0 user interface makes browsing clothing, shoes and accessories a highly visual experience. The ability to create and share personal Stylebooks and shopping profiles enables a highly customized shopping experience, and allows users to easily exchange ideas and follow the fashion trends.

For more information, visit <http://www.shopstyle.com>

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