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STYLE.COM LAUNCHES "THE FASHION FEED"

- Tweets from 40 fashion tweeters to appear real-time on Style.com --

NEW YORK, September 10, 2009 – To coincide with New York Fashion Week, today Style.com is launching a special section called "The Fashion Feed." The Fashion Feed is a curated roster of the most interesting people who are tweeting about fashion.

Tweets from 40 individuals and publications will be pulled in real-time directly from Twitter and made available in a specially designed section of Style.com. Users will now be able to come to Style.com to read all the most entertaining and relevant fashion tweets in one place. They will also be able to browse the latest Twitpic photos as well as scan a list of the topics and trends that are receiving the most buzz on the Fashion Feed.

The list of tweeters includes models like Chanel Iman and Dree Hemingway; designers like Tory Burch, Chris Benz, and, ahem, "Karl Lagerfeld"; scenesters and personalities like Alexa Chung and Derek Blasberg (a.k.a. Dizzy Blazeborg); and blogs and publications like The Sartorialist, the *New York Times'* The Moment, and *WWD*. Style.com's editors will also be tweeting from New York, London, Milan and Paris.

"Style.com users like to be the first to know about anything fashion-related," said Dirk Standen, Editor in Chief, Style.com. "With the Fashion Feed, they can find the latest, most relevant tweets from the shows in one convenient place, alongside all our reviews, photos, and videos."

The Fashion Feed can be found at <http://fashionfeed.style.com> The Fashion Feed was created in partnership with Sawhorse Media, which runs Muck Rack (a compilation of journalists' Twitter posts) and the Shorty Awards (an awards program for the top short-form content creators).

About Style.com

Style.com is the definitive fashion Web site. Offering comprehensive runway coverage with more than 125,000 photos; authoritative trend reporting; the latest in social, celebrity, and fashion news; and interactive forums and features on every aspect of the fashion industry, Style.com provides visitors a total fashion experience.