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**MEN.STYLE.COM TO LAUNCH JANUARY 20**  
First Website Dedicated to Men's Style and Fashion

New York, N.Y., January 10, 2005 – MEN.STYLE.COM, the first substantive website devoted to men's fashion and lifestyle, will launch on January 20. The site fills an online void for the sophisticated male reader who spends time, money and energy on his appearance and surroundings.

MEN.STYLE.COM will feature fashion, gear, and entertainment news; buying guides for everything from skis to cellphones; regular features on fashion trends and pop culture; style and grooming advice; and comprehensive coverage of the men's runway shows in Milan, Paris and New York.

The site will continue the legacy of its successful sister publication, STYLE.COM, which is also edited by Jamie Pallot. Dee Salomon, Senior Vice President and Managing Director of STYLE.COM, oversees the business aspects of both sites.

"We've built a site that's authoritative, useful, and entertaining," says Pallot. "We're bringing our readers in-depth, timely reporting from the runways; guidance on which fashion to wear and what gear to buy; and news on every aspect of lifestyle and entertainment. And hopefully, we'll raise a smile or two along the way."

Highlights of the launch site will include:

- "Hustlers of Hip" – 10 Young Entrepreneurs who are reinventing the rules of the clothing business and finding tremendous financial success in the process
- Gear Guides – Carefully edited high-tech products -- cell phones, video game systems, flat panel TVs, MP3 players, handheld devices, video game systems, stereos, digital cameras, bikes and skis -- selected for their style and function
- "Fail Safe Fashion" – Offers tips and fashion for the less adventurous dresser who wants to look cool, but not too cool
- "Reasons to be Cheerful" – An informative, tongue-in-cheek guide to the movies, TV shows and cultural trends that will make 2005 worth living

- Coverage of the Milan Men's Shows from January 18<sup>th</sup> – January 21<sup>st</sup>
- Coverage of the Paris Men's Shows beginning January 31<sup>st</sup>
- Post-show reports featuring "Best of Wrap-ups," "Top 10" and "Editor's Picks"

"Men are online in droves," said Salomon. "The online medium is the ideal way for them to obtain style news: the format is quickly accessible, the content easy to digest and the daily updates make it always cutting edge. Advertisers are also eager to benefit from the wide range of functions that the online medium offers."

In its launch year, the site is expected to attract 500,000 readers. Advertisers that have signed on include Chanel, Neiman Marcus, Nokia, W Hotels, Clarins Mens, Diesel, Kenneth Cole and Zegna.

Visit [www.men.style.com](http://www.men.style.com) starting January 20 to view the new site. Images are available for reprint with this release.

#### **About MEN.STYLE.COM**

MEN.STYLE.COM is the first website to offer hip and authoritative fashion and style coverage to men. Featuring trend reporting, news on style and entertainment, buying guides for the latest gadgets and gear and comprehensive runway coverage of the Milan, Paris and New York shows, MEN.STYLE.COM offers readers a complete fashion experience. MEN.STYLE.COM continues the legacy of its successful sister site STYLE.COM and is the online home of *GQ* and *Details*. Based in New York, MEN.STYLE.COM is a property of CondéNet, the leading creator and developer of upscale lifestyle brands online.