

InStyle

InStyle Celebrates 10th Anniversary with Launch of Online Fashion Retail Store: Shop It!

Monday 8th March 2010: InStyle will unveil Shop It! (www.instylemag.com.au/ShopIt) – a new online fashion retail store - next Monday 15th March.

The move establishes InStyle as the only Australian magazine to oversee all aspects of the shopping experience from magazine to online search, select, purchase and home delivery – with over 30 designers and over 1,000 products available at launch.

Fiona Legdin, Publisher, InStyle, says, “Our move into e-commerce represents a significant step for InStyle, as for the first time we extend the brand experience from magazine to purchase via an online retail environment. The launch of Shop It! also marks a key milestone in the development strategy for InStyle Australia, which coincides with the brand’s 10th anniversary celebrations.”

Kerrie McCallum, editor, InStyle, says, “Shop It! offers users a new level of accessibility to quality fashion items and acts as a user-friendly retail extension of the magazine. Shop It! allows us to ‘close the loop’ between the InStyle brand and the consumer, as we extend the integrity and trust of the brand into a tangible service in the retail environment.”

Shop It! has been custom built to offer users a consistent brand experience in terms of design and visual appeal, with all retail items directly curated by the InStyle team. From the April edition (on sale March 15), the print magazine and online store will carry reciprocal pointers, with major monthly updates to ShopIt! coinciding with the print on-sale and interim updates occurring fortnightly. Key functionality for launch includes search options via brand, price, categories, what’s new, instant style, designer profiles, editor’s pick and sale items.

Designers available from launch date include Jayson Brunsdon, LIFEwithBIRD, Romance Was Born, Anna & Boy, Bec & Bridge, Fernando Frisoni, Nicola Finetti.

McCallum comments, “The breadth of designers, range of price points and styles available on Shop It! is a breath of fresh air for fashion savvy, yet time-poor, Australian women. We’re offering readers a unique service that highlights the must-have items – from new season’s trends, to classic pieces, or investment items – to take the leg work out of fashion shopping. The InStyle reader can now buy with confidence, without having to leave her desk.”

The launch will be supported with point of sale advertising, TVCs, social media, direct communication to online and print subscribers and cross-promotion within the magazine and website.

For further information or to arrange an interview, please contact:

Hannah Devereux, Director of Corporate Communication, Pacific Magazines
Ph: 02 9394 2066 M: 0422 003 873 E: hannah.devereux@pacificmags.com.au