

always in
STYLE



about us



LOOK GOOD. FEEL GREAT. SHOP SMART.

Always in style is an innovative fashion and beauty website that celebrates the real woman. Currently, most fashion and beauty media focuses on the aspirational, catering to only the most fashion forward women. While we at **always in style** provide inspiration, we also present women with realistic solutions to their fashion and beauty questions. We know that the modern woman is short on time and desires immediacy when seeking information. We make obtaining that information easy. How do we do this? Our strategy is simple. At **always in style** we:

- Customize the experience for each member.
- Give only the right advice and recommendations based on each member's individual traits and personality.
- Provide relevant tips from industry experts.
- Offer virtual stores stocked with the latest fashion and beauty products selected just for her.

Alwaysinstyle.com was founded in 1999 by Doris Pooser, author of several international best-selling books on personal style. Doris believed in creating tools to provide personalized fashion and beauty advice for all women even before the word was in vogue. **Always in style** was the first and most comprehensive website to offer style advice unique to each woman. Today it continues to evolve by refining our content and improving our technology to meet the changing needs of the 21st century woman. As a result, we are now poised to emerge as a leader in the next generation of fashion and beauty sites. **Always in style** is an international brand with presence in the US, Canada, India and China.

what it offers



GET YOUR OWN PERSONAL STYLIST

At **always in style** we bring style equality to all women. The cost associated with hiring a stylist reserves the experience for the famous or the very wealthy. At **always in style** we aim to change this by offering expert advice absolutely free. As their trusted personal style advisor, we help women discover what's right for them; not just every season but everyday. We provide unbiased fashion and beauty advice 24 hours a day, 7 days a week so that the every woman feels red carpet ready.

SAVE TIME, ENERGY AND MONEY

Today's busy, modern woman doesn't have the time to read and evaluate all the beauty and fashion advice out in the market. She doesn't have the luxury of experimenting with a myriad of different styles, brands, and products. Nor can she be an expert in all aspects of fashion and beauty. We recognize and understand this difficulty. Our goal is to make life easier by only providing the advice that fits her attributes and personality.

how it works

COMPLETE YOUR PROFILES

Each new member completes a set of **always in style** personal profiles, a series of proprietary, market-tested questionnaires regarding color, body and face shape, style, skin, hair, and more. Analyzing these answers, we provide tailored advice and product recommendations. Our members enjoy the benefits of having their own personal style expert in an easy to use and fun format.

our audience*



At **always in style** we are conscious of the trends but we are not dictated by them. Instead our mission is to offer a platform in which smart, independent women can discover their own personal style in an easy and immediate manner.

WHO SHE IS...

She is a modern woman. She is independent, earns her own money, and is distinctive. She comes in all shapes, sizes, ethnicities, and ages.

WHAT SHE CARES ABOUT...

Looking and feeling great are an important aspect of her life. She frequently purchases fashion and beauty products. She is also willing to experiment.

HER STYLE CHALLENGE...

She is busy. She has a full time job. She runs a household. She doesn't have time to sort through all the fashion and beauty sites to determine what's right for her.

95% are female

50% are under 40

Average age range is 25-49

benefits for the advertiser



Always in style understands impactful high return on marketing investment and we achieve these results through our hyper-targeted content.

ENGAGED AUDIENCE

Always in style provides an unparalleled opportunity to reach and influence women who are actively seeking information on fashion and beauty products and services. From clothing to hair and skin recommendations, our members depend on **always in style** to give them counsel based on their unique characteristics.

DETAILED INFORMATION

Always in style is armed with extensive customer information as a result of the data collected from the profile pages. We have unequaled insight on what our members want and need. This meaningful information distinguishes us from our competitors and allows **always in style** to create extremely targeted advertising campaigns that are highly desired by clients.

BRAND AWARENESS

We listen to our members first. We only introduce the brands and products that make sense for her based on her desires, personality and style challenges. As her trusted personal stylist, we have the ability introduce or increase our advertisers' brands to a highly targeted audience.

advertising opportunities



Always in style offers a variety of advertising opportunities from traditional banners to more customized email campaigns. Each option is narrowly targeted and prominently featured.

WEBSITE ADVERTISING

Website Banner Advertising

Alwaysinstyle.com connects with our members on a daily basis. Our blog, expert tips and reported features keep them engaged and outfitted with the latest information. We offer our sponsors the opportunity to advertise prominently throughout the website and integrate their brands' message within relevant content pages.

Sponsored Product Placements

Alwaysinstyle.com offers advertisers the ability to spotlight their merchandise alongside our product recommendations. Featured on the profile pages, the products are chosen to meet each user's individual traits. Since goods are picked for each person, advertisers have the opportunity to plug their products to their ideal consumers.

EMAIL CAMPAIGNS

Dedicated Email Blast

The **always in style** dedicated email blast is an advertorial devoted to one sponsor or brand. The content is written by the **always in style** editorial staff and can be sent to our entire member list or to a targeted group of users.

Options:

The Single Product Email Blast

This is devoted exclusively to one product or service for branding purposes only. It can also be used to advertise exclusive discounts and promotions.

SPECS

100 – 200 words of copy

One 136 x 136 image

Up to two 120 x 120 images embedded | copy

Skyscraper placement

advertising opportunities



Multi Product Email Blast

Always in style also offers a multi-product email campaign that allows a sponsor the ability to promote several products or services.

SPECS

25 – 50 words of copy

Up to 4 images embedded within email copy

Lead image: 270 x 176 px gif or jpg

Other images: 120 x 120 px gif or jpg

Copy points

NEWSLETTER ADVERTISING

Always in style connects with our members on a weekly basis through our email newsletters, which report on the latest trends in fashion and beauty. We offer our sponsors the opportunity to advertise next to our editorial content and gain more relevant exposure.

SPECS

Skyscraper ad, positioned next to newsletters, content
160 x 600 jpg or gif

Infinite looping

Redirect URL

Or Medium Rectangle, positioned below newsletter
content

300 x 250 gif or jpg

Max file size 40K

Redirect URL

Or Sponsored Link, positioned below newsletter
content

Up to 50 words of text

Redirect URL

We are also pleased to offer more custom sponsored solutions tailored to meet your specific brand needs.

For more information please contact Melody Weir at melody@alwaysinstyle.com

our reviews



MEMBER TESTIMONIALS

"I found [**always in style**] to be cutting edge and on the mark! I completed the personality, style, and image testing and it was a bang for me!!! You will love this!"

- Jennie

"The Trends Report is right on the money! I personally use four of these products and completely agree with the price and reputation of the product(s) – whoever is doing your research is doing a great job. I've forwarded this on to several friends and I'll be trying the Korres lotion sometime in the future."

- Crissane

"I am LOVING this site. We are so very fortunate to have such an amazing resource literally at our fingertips."

- Carrie

PARTNER FEEDBACK

"We love working with **always in style**. They are highly professional, easy to work with and they have a terrific creative team. The banner ad and the e-mail blast were wonderful and really helped us increase our brand awareness and targeted a new retail audience. We were so pleased with the high open rates and click through response from our Warren-Tricomi offer."

- Edward Tricomi, Founder/Owner, Warren-Tricomi

"This is an idea whose time has come. It will revolutionize the whole beauty industry."

- Independent Beauty Consultant