

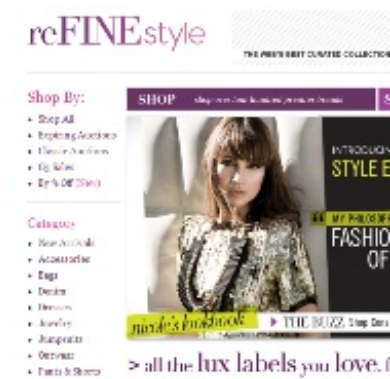
## COMMERCE

# ReFINEstyle offers luxury goods at up to 90pc off

March 18, 2011



By ELIZABETH ZELESNY



ReFINEstyle is letting consumers buy luxury apparel and

accessories from top designers at discounted prices of 40-90 percent less than what retailers charge.

The Gilt Groupe-esque Web site offers members access to women's luxury apparel and accessories from a growing list of fine vintage and consignment stores across the country targeting all lovers of designer apparel and accessories. The online store's goods are culled from the most reputable consignment venues across the country.

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“ReFINEstyle's goal is to bring the best pieces from the best consignment shops throughout the country to one place,” said Megan Masoner, founder of ReFINEstyle, Dallas, TX. “It’s a

. . . model with a specific focus on designer fashion and accessories.

“What truly sets ReFINEstyle.com apart is our national curated collection of stores,” she said. “ReFINEstyle brings quick and easy desktop access to favorite consignment shops nationwide.

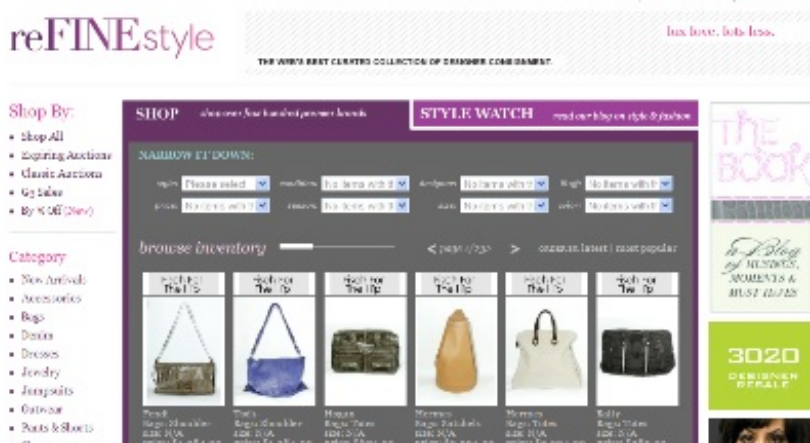
“Buyers don’t have to drive across town or get on a plane to search for a coveted find.”

The ecommerce destination is located at <http://www.refinestyle.com>. To purchase items, consumers can place a bid or select the buy-it-now price, similar to what eBay has set up.

Marc down

ReFINEstyle features clothing and accessories from Marc Jacobs, YSL, Chloe, Chanel, Hermés, Miu Miu, J Brand, Tory Burch and other designers.

For example, the site currently has Fendi, Louis Vuitton and Tod’s handbags for sale.



*In the bag*

Marketing plans include extensive media outreach including broadcast, print, social media and blog coverage, Ms. Masoner said.

“Media outreach will also be coupled with a strong online advertising campaign, and a robust search engine optimization and marketing strategy,” she said.

In addition, ReFINEstyle has also announced celebrity stylist Nicole Chavez as the company’s style editor.

Ms. Chavez has made a name for herself by styling Hollywood elite. Forbes magazine has her listed among the 2010 Superstar Stylists.

Define style

Sales will last 7-14 days with selected merchandise offered at the discounted prices.

Additionally, “Going, going, gone!” sales allow for the possibility of scoring great deals on items whose prices are slashed up to 15 times over the course of the sale.

Consumers will be able to shop new arrivals by designer, season, style, color, price, size or condition.

“One of the most challenging aspects of buying online is having the confidence that your item is 100 percent authentic,” Ms. Masoner said. “All reFINEstyle.com sellers are invited or hand-selected into the community for their niche concentration on authentic product.

“I think what really sets reFINEstyle.com apart is providing consumers with confidence,” she said. “Buyers know that our sellers are vetting product with their experienced teams.”

Final take

*Shopping spree*

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