

She She Me Announces Introduction to SHE SHE Mall - the Perfect Site for Fashion, Beauty and Lifestyle Shopping

Already known for their great chic fashion newsletters, She She Me (www.shesheme.com) launches She She Mall (www.sheshemall.com), the Fashion Marketplace where you can find popular fashion apparel and accessories as well and hard-to-find gift items from online specialty boutiques.

San Francisco, CA (PRWEB) March 26, 2006 -- She She Me, online since 1999, is well known for its chic fashion articles which are published and distributed monthly to subscribers worldwide and posted online at its popular website SHESHEME.COM. She She Me is the fashion newsletter that keeps you up-to-date on all the latest, hottest, most chic fashions. The pink color theme tells you right away that this ezine is just for girls, and we don't mean little girls, either. We mean big girls who like to shop, have serious cash to spend or a generous credit limit, but don't want to break the bank.

She She Me's motto is "a tall skinny double shot of chic," and it delivers the goods -- the latest hot must-have, whether it's clothes, accessories, entertaining or attitude. Each edition of the newsletter carries a different focus - - The She She Scene (day in the life of She She Me), Style Scoop (fashion reviews and advice), Beauty Bubbles (spa, beauty and accessories advice), Style de Vie (lifestyle, personal entertaining and fashion advice), and New Mom Chic (fashion and lifestyle advice for the expectant and new mother) -- but the attention never veers from the latest in chic. Or "chi chi," pronounced "she she." As in "She She Me."

Our newsletters top the industry in click-throughs. With CTRs (click-through rate) consistently topping 50 percent. It also enables the company to drive advertising and merchandise sales. These metrics dwarf the industry averages of 39 percent for opens and 9 percent for click-throughs

Why are fans clicking? She She Me Fans tell it best...

"She She Me knows what she's talking about. She's sassy, she's smart and she knows how to market to this very chic demographic of women." Marilyn Wilensky, Manager Razook's Boutique

I've been getting the She She Me emails for two years. I'm impressed with the writing and the quality of style advice, and also the range of sites/products that are suggested. I find that really refreshing in light of the same old recycled "style advice" that gets passed around. What appeals to me about She She Me is that it is geared more towards younger women who are perhaps more budget conscious than say, style.com subscribers. Even though I subscribe to the major fashion/lifestyle magazines, and get a number of style newsletters

via email, She She Me stands out because it is like having an incredibly fashionable friend who not only knows how to dress for every occasion, but also knows how to throw the perfect party and give the right gifts. I am probably more likely to follow the advice that I get from She She Me and visit the featured sites because of this more personable, thoughtful approach to fashion news. Jennifer Sugiyama, a She She Me Fan

"She She Me is proud to announce the introduction of She She Mall (www.sheshemall.com), a chic fashion marketplace with 14 departments and with more than 120 store listings", says Carla Laney Co-owner and Executive Editor for She She Me. She She Mall is an online marketing service launched to promote all quality fashion stores from the biggest online stores such as eLUXURY, shopbop.com, Overstock.com and Beauty.com to the specialty stores such as Boutique33, C'est Bella, and simplysoles.com. Pricing, value-added marketing services and She She Me traffic make this a no-brainer marketing decision.

Nowhere else on the web can you find the advertising value you can get with a listing in the She She Mall. Monthly pricing is under \$99 per month for a 12 month listing.

Features for Advertisers!

- * Generous 100 word store listing and large store banner
- * Department and sub-department listing options
- * Premium side banners
- * Sale merchandise listing section
- * Keyword Search Bar to help shoppers find your specific brands, products and local store
- * Dedicated Hot Products Page for each store
- * Special monthly Mall email promotions to SHE SHE ME subscribers
- * Links to your web site and from each product displayed.

Features for our Shoppers!

- * Wide selection of stores and fashion merchandise
- * Easy to navigate buttons and folders
- * "New" Hot Products Section. Product recommendations by She She Me
- * "New" Shopper Notification Alerts regarding New Stores, Newly Added Products or Sale
- * Search bar for finding Department, Brand, Store or Sale
- * Fashion Advice from popular SHE SHE ME articles and other previewed products

As an added bonus, She She Mall provides free marketing and promotion to all of its mall stores by means of the website traffic and a worldwide newsletter it

distributes weekly. And pricing is affordable. Rather than take a percent of your sales like most shopping networks, She She Mall just charges a monthly flat fee.

Current and past advertisers alike, speak loudly about the performance they get by advertising with She She Me:

"We've been advertising with She She Me since Fall 2004, and are continually impressed by the click-throughs to our site, and resulting sales. With the addition of the new features to the site, such as the She She Mall, we are committed to continuing our successful relationship with She She Me." -Kassie Rempel, Owner of SimplySoles.com

"She She Me is a great site -- well written with a beautiful layout! It is a wonderful site to be featured on, as their dedicated, fashion forward readers are action-oriented and really check out all of the sites and products featured -- generating a lot of site traffic and sales for Shopbop!" -Alle Fister, Director of Public Relations, Shopbop.com

"She She Me" is an All-Star favorite at boscia! The boscia beauty team all started out as subscribers who couldn't wait to read our She She Me newsletter updates. Now we are enjoying the partnership in marketing and advertising with their savvy and entertaining She She Me marketing program. We really wanted to speak to the stylish set of beauty mavens on-line and She She Me is the Coolest! Thanks for helping boscia to drive sales and awareness with your great service and creativity in such a fun and upscale format. -Caren Conrad, boscia General Manager

"We're delighted so see the enthusiasm about the She She Mall", says Gary Laney, President of Emerge First, parent to She She Me. "We believe this marks the start of a new and more effective use of marketing dollars for advertisers who are either trying to increase web traffic from more targeted audiences like She She Me subscribers, or from newer specialty boutiques that have terrific products but need exposure to the same targeted audience."

For more information about listing in the She She Mall, visit us at:
www.sheshemall.com, www.shesheme.com

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